

# THE COSTCO CONNECTION

January 2011 • Volume 26 • Number 1

A lifestyle magazine  
for Costco members

JD Roth, left, and Todd  
Nelson, producers of  
TV's *The Biggest Loser*

## Ready to change?

Reaching your  
goals in 2011 **36**

### **+** Special Section: For your health

Sleep apnea | Prostate cancer  
Sebamed | Fall prevention  
First-aid kits | Pilates | Dr. Skube  
Chocolate milk | Healthful grains

**ALSO:** 2010 Debate recap **25** | Christopher Lowell **96** | Costco Services apps **109**

# THE COSTCO CONNECTION



**NEW!**

The latest cookbook  
is here: *Smart Cooking  
The Costco Way 2010*

## Welcome to *The Costco Connection Online Edition*

- Complete a brief [Reader Survey](#) and enter a drawing to receive a Costco Cash card.
- New: [Costco Beer, Wine and Spirits Locator](#)
- For advertising information about *The Costco Connection*, select: [Media Kit \(lite\)](#) [MRI](#) [BPA/ABC](#)
- Click here to receive information about [The Costco Connection](#) reader panel.
- Electronic editions of Costco publications are available here in the "Resources" section. Browse, share and print these pages from wherever you have Internet access. You can even download an entire book as a PDF.
- To the left there is a tab called "Resources." Here's where Costco members will find information that they will likely refer to often, such as the [Kirkland Signature Wine Connection](#), all of the *Costco Way* cookbooks (also on right), location guides for [Gas Stations](#) and [Business Centers](#), and a beginners guide to [digital photos](#).



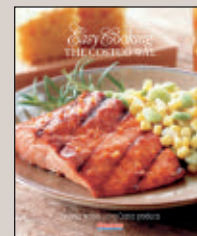
*Home Cooking*



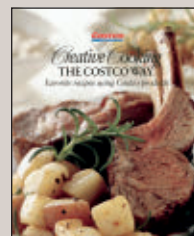
*In The Kitchen*



*Favorite  
Recipes*



*Easy Cooking*



*Creative  
Cooking*



*Cooking  
in Style*



*Cooking*



*Entertaining*



2007 Almanac



2008 Almanac





# Posturepedic<sup>®</sup>

## BARRYTON QUEEN SET

### *Plush*

# \$120

### Instant Rebate

Discount taken at the register  
January 6, 2011–January 30, 2011



#### BARRYTON PLUSH FEATURES:



- IntuiSoft™ Smart Latex™ provides adaptive pressure relieving support
- 3-Zone Diamond Convolute (pressure-relieving inlay)
- 14 gauge PostureTech® innerspring, (queen coil density—782)
- Contouring memory foam placed closer to your body to reduce tossing & turning

Memory Foam



**Barryton Queen Item #480681**

Warehouse Price \$599.99

Discount at Register -120.00

**Your Cost \$479.99**

Costco.com, Hawaii and Alaska locations may reflect higher pricing.



WAREHOUSE/COSTCO.COM



# INVEST THOSE GREAT COSTCO SAVINGS.

No account minimum • No inactivity fees • Invest any amount

Trade in the change jar for a ShareBuilder investing account and get your money working for you. It's the perfect New Year's resolution and with our simple online tools, it's one you can keep.

Costco members are eligible for...

**Executive Members**

**\$90 account bonus\***

**Gold Star & Business Members**

**\$60 account bonus\***



[sharebuilder.com/investnow](http://sharebuilder.com/investnow)

**shareBUILDER®**



\*See website for full fee schedule and applicable terms and conditions. Costco is not a broker/dealer and will have no involvement in any account you establish with ShareBuilder.

Securities products are offered by ShareBuilder Securities Corporation, a registered broker/dealer and Member FINRA/SIPC. ShareBuilder Securities Corporation is a subsidiary of ING Bank, fsb.

Securities products are: Not FDIC insured • Not Bank guaranteed • May lose value

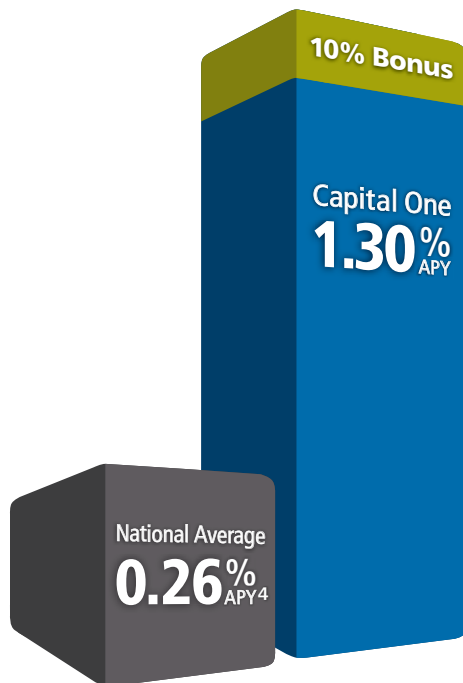
©2010 ShareBuilder Corporation. ShareBuilder is a registered trademark of ShareBuilder Corporation.





# GET PAID. TWICE.

## InterestPlus Online Savings Account



Source: Informa Research Services, Inc.

# 1.30% APY<sup>1</sup>

*Exclusive savings rate for Costco members*

## Plus 10% bonus<sup>2</sup>

*paid quarterly on interest earned*

## ... and up to a \$60<sup>3</sup>

*Costco Member Incentive when you open your first Capital One® deposit account through the Costco program*

**OPEN ONLINE!**

**Visit [Costco.com](http://Costco.com) and search: InterestPlus33**

**Questions? Call 1-866-710-9301.**



This Capital One Bank deposit product is offered by Capital One Bank (USA), N.A., member FDIC. May not be combined with any other offers. You must be a current Costco member to take advantage of this offer. Terms and conditions of this offer may change at any time. The amount of the bonuses and incentives may be reported to the IRS as required by applicable law.

<sup>1</sup> Annual Percentage Yield (APY) in effect as of 12/8/10. 1.30% APY applies to account balances of \$0.01 or more. Rates are variable and may change at any time. Minimum deposit required to open the account is \$5,000. Withdrawals by online transfer are limited to six per calendar month. This account offers electronic statements only.

<sup>2</sup> Each quarterly bonus will be equal to 10% of the interest earned on this account in the previous quarter. In order to be eligible to receive this bonus, your InterestPlus Online Savings account must be open, and you must maintain an average monthly balance of at least \$10,000 in this account every month during the previous quarter. The bonus will be paid to your InterestPlus Online Savings account within 4-8 weeks after the end of each quarter and will be reflected on your statement. The amount of the bonuses and incentives may be reported to the IRS as required by applicable law.

<sup>3</sup> To receive a Costco Member Incentive, you must be a current Costco member at the time you open your account. This must be your first Capital One deposit account of any kind through the Costco program and you must fund your account with at least \$5,000 within 30 days of account opening. Executive Members get a \$60 Incentive. Gold Star and Business Members get a \$20 Incentive. The applicable Costco Member Incentive will be credited to your account 4-6 weeks after you fund your account and may occur as two partial credits. Please keep this disclosure for your records.

<sup>4</sup> Data as of 12/6/10, Informa Research Services, Inc., Calabasas, CA, [www.informars.com](http://www.informars.com), based on balance of \$5,000. Although the information has been obtained from various institutions, the accuracy cannot be guaranteed.

© 2010 Capital One. Capital One is a federally registered service mark. All rights reserved.

11EX0305 10/10

# CLASSICO

Collection



## THE CLASSICO SOFA AND LOVESEAT

- Environmentally Friendly  
Natuzzi Eco-Flex Foam
- 100% Top-Grain Leather
- Walnut-Tone Wood Legs
- European Webbing  
Spring System Under Seat

Sofa: W 84 in. x H 36 in. x D 37 in.  
**ITM / ART 535841**

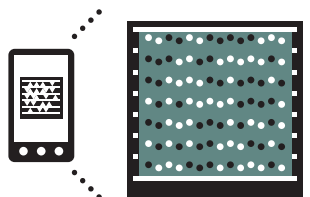
Loveseat: W 62 in. x H 36 in. x D 37 in.  
**ITM / ART 535842**

## NATUZZI EDITIONS

ITALIAN DESIGN FOR AMERICAN LIVING

Natuzzi Editions combines detail in design and Italian flair for everyday living. Offering styles for every taste and situation, from classic to modern, motion to casual, day to night. When you desire nothing but the best, you will have confidence knowing you made the best decision. Find out more about Natuzzi Editions. Visit us online at [www.natuzzi Editions.com](http://www.natuzzi Editions.com).

The Classico Collection  
Snap it for the full story.



Get the free mobile app for your phone  
<http://gettag.mobi>

Accessories not included.  
**WAREHOUSE ONLY**





# Intuit Online Payroll

The simpler way to get everyone paid.

We do the legwork so you can do what you love.

**Sign up for Intuit Online Payroll Plus FREE for 3 months<sup>1</sup>.**

**5 ways Intuit Online Payroll Plus saves you time and money:**

- ✓ **Simplified paydays**
- ✓ **FREE direct deposit<sup>2</sup>**
- ✓ **Guaranteed accurate tax calculations<sup>3</sup>**
- ✓ **Live U.S. based support by phone, chat & email**
- ✓ **New! iPhone App**



"I work in a creative industry, so I like to spend as much time doing creative work as I can. Intuit Online Payroll allows me to do that since the process of setting up payroll is so seamless and easy. I wouldn't do payroll any other way!"

— Elayo, Intuit Online Payroll customer



**\$23<sup>99</sup>/mo<sup>1</sup>**  
After 3 month FREE trial  
Executive Members



**\$25<sup>99</sup>/mo<sup>1</sup>**  
After 3 month FREE trial  
Business and Gold Star Members



Go to **[www.costcopayroll.com/3monthsfree](http://www.costcopayroll.com/3monthsfree)** and start your FREE 3 month trial.<sup>1</sup>  
Or call **1.866.636.2228** and use promotional code **C52250**.

Services provided by Intuit Payroll Services. Terms, conditions, pricing, features, functionality, service and support are subject to change at any time without notice.

Subscription, Internet Access, Federal Employer Identification Number (FEIN), and U.S. billing address required. Check stock sold separately. Intuit Online Payroll integrates with QuickBooks Pro, Premier, and QuickBooks Mac 2007 and higher, QuickBooks Online, QuickBooks 2007 and 2008, each sold separately. With Intuit Online Payroll Plus, the E-file & Pay feature is available for federal and most state forms and taxes. 24/7 access is subject to occasional downtime.

1 Price includes up to 10 employees and 1 state. If you have more than 10 employees, each additional active employee is \$1.25 per month. If you file taxes in more than one state, each additional state is \$10.50 per month. Customers will be asked to present a valid credit card account for authorization when they enroll. Sales tax also may be charged where applicable. You may cancel at any time online within your payroll account (click the Setup tab and then click Cancel Service) or by calling 1-866-458-5745. Your subscription will automatically renew each month at the then-current price using the billing info we have on file at the time of your renewal, unless you cancel. This limited time offer is valid for new Intuit Payroll subscribers only and cannot be combined with other offers.

2 Costco members can set up Direct Deposit for W-2 employees for deposit to only U.S. bank accounts. For additional information, visit Costco.com and search: Payroll Services.

3 Intuit Online Payroll Accurate Calculation Guarantee. Intuit works diligently to ensure the accuracy of all federal, state and local taxes calculated by Intuit Online Payroll. In the unlikely event our calculations are incorrect; Intuit will pay resulting penalties incurred. Customer must provide Intuit with a tax statement from the IRS showing a tax penalty incurred as a result of a calculation error during the time that you were an active Intuit Online Payroll subscriber. Client must present a copy of this letter to Intuit within 3 months of receiving the letter from the IRS. You are responsible for paying any additional tax liability you may owe and providing any other information Intuit reasonably requests.



## COVER STORY

# These losers are winners

JD Roth and Todd Nelson have turned the positive art of transformation into a formula for success. Their TV shows, such as *The Biggest Loser*, offer real-life lessons for contestants and viewers alike.

By **Tim Talevich**

**PAGE 36**

## DEPARTMENTS

- 9 Front End**  
By Ginnie Roeglin and David W. Fuller
- 11 Dialogue**  
Letters from our readers
- 15 Fresh Views**  
Brain food for the entrepreneur
- 17 Consumer Connection**  
By David Horowitz
- 19 Financial Connection**  
By Suze Orman
- 22 Debate**  
Should Internet openness be ensured by regulation? + 2010 Debate recap
- 41 For Your Health**  
Sleep apnea + Prostate cancer + Sebamed + Preventing falls + Hearing aids + First-aid kits + Pilates Reformer + Chocolate milk + Dr. Skube + Thyroid disease + Healthful grains
- 85 Arts & Entertainment**  
Book pick + Book buyers' picks + DVD buyers' picks

COVER/CONTENTS PHOTOGRAPHY:  
JERRY AVENAIM

### Creative Cooking 78



## FEATURES

- 29 How people succeed**  
Social psychologist Heidi Grant Halvorson dug through 40 years' worth of psychological studies to find the real secrets of success.  
BY ANITA THOMPSON
- 78 Creative Cooking**  
Don't let game day ruin your healthy eating resolutions. These snacks will keep you in the game.  
BY BARB FREDA
- 85 Book Pick: *Pictures of You***  
Caroline Leavitt's ninth novel is a testament to survival and rebuilding lives.  
BY HOPE KATZ GIBBS

## SPECIAL SECTION: FOR YOUR HOME

- 96 Furnish with a plan**  
Being prepared can make the difference between a well-designed room and a disaster. Plus, some shopping suggestions, and a Costco buyer's pick.  
BY CHRISTOPHER LOWELL
- 99 Dust busters**  
A few tips on finding the best vacuum for your needs.  
BY STEVE FISHER
- 101 The lowdown on upholstery**  
What's the best upholstered furniture for your needs and lifestyle?  
BY DEBBIE WIENER
- 104 Custom décor made easy**  
Plan your room without leaving your chair on Costco.com. Plus, a Costco furniture-buyer's pick.  
BY ANITA THOMPSON

CONTINUED ON PAGE 6

### Dust busters 99



**MEMBER SERVICE:**  
**1-800-774-2678**



## SPECIAL SECTION: For your health



Reform school  
61

### 41 Resting in peace

Sleep apnea is more than just snoring—it's disruptive to your health as well.

BY CHRYSTLE FIEDLER

### 45 Man up against disease

Pro Football Hall of Famer Mike Haynes tackles prostate cancer.

BY ANGELA PIRISI

### 51 Dermal duress

Dr. Heinz Maurer developed Sebamed (now available at Costco) for problem skin. Turns out it's great for all types.

BY JACQUELINE M. DUDA

### 55 Legends of the fall

Preventing falls, particularly in an aging population, can be addressed with a few simple steps.

BY ALICE SHAPIN

### 57 What's that you say?

Hearing aids, and Costco's Hearing Aid Centers, continue to evolve, so you don't have to miss a moment.

BY STEVE FISHER

### 59 Building a case

How to put together emergency-preparedness and first-aid kits for your family.

BY JUDY KETTELER

### 61 Reform school

When considering workout equipment, don't overlook the Pilates Reformer.

BY ERIC BUTTERMAN

### 65 How now, brown cow?

Chocolate milk has a variety of health benefits, according to research.

BY T. FOSTER JONES

### 72 Going with the grain

Most of us don't get enough fiber. Here are some tasty and healthful choices for a better diet.

BY LAURA LANGSTON

#### PLUS: BUYERS' PRODUCT PICKS:

KIRKLAND SIGNATURE TOOTHPASTE 52

PROTEIN SUPPLEMENTS 57

INVERSION TABLE 61

CELSIUS 65



Kirkland Signature  
toothpaste  
52

#### Buying Smart 110



#### INSIDE COSTCO

### 107 Travel Connection

Costco Travel and Celebrity Cruises have teamed up to create a series of member-exclusive winemaker cruises.

BY T. FOSTER JONES

### 109 Costco services

"There's an app for that" is now true for two of Costco's member services: Intuit and ShareBuilder.

BY DAVID WIGHT

### 110 Buying Smart: Kirkland Signature™ canned goods

Costco shows its can-do spirit, with canned sweet corn, green beans and sliced peaches.

BY PAT VOLCHOK

### 114 Member Connection: New beginnings

Members who have reinvented themselves and their careers.

ALSO: 106 Warehouse locations

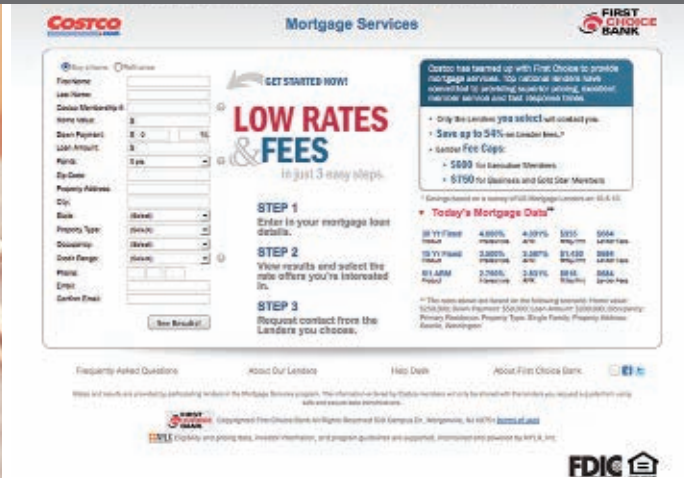
112 What's New

116 Special Events



Member  
Connection  
114

# INTRODUCING A NEW SERVICE: Mortgage & Refinancing



Costco has teamed up with First Choice and a select group of top national lenders to bring great rates to Costco members.



A NEW CHOICE IN NEIGHBORHOOD BANKING.

Check out our rates! Visit [www.costcofinance.com](http://www.costcofinance.com)



# Feel like you're getting **burned?**

Costco members report  
an average savings of

**\$485.66\***

on auto insurance  
with Ameriprise  
Auto & Home  
Insurance.

Call 1-888-404-5365 and mention  
reference number 8C2-01, or visit  
[Costco.com](http://Costco.com) and search: Auto Insurance



Insurance is underwritten by IDS Property Casualty Insurance Company and Ameriprise Insurance Company, both in DePere, Wisconsin. Each company is a subsidiary of Ameriprise Financial, Inc. The auto and home insurance program is not available in AK, LA, ME, ND, RI, WV, WY and Puerto Rico. The home insurance program for Costco members is not currently available in FL. Discounts and savings vary by state and apply to certain coverages. Insurance may vary by region or state. Certain restrictions and limitations apply. Ameriprise Auto & Home Insurance's California license number is 0C41813. Costco Insurance Agency, Inc.'s California license number is 0D08407.

\*Savings data represents information provided by Costco members who became new auto insurance policyholders and reported annual savings with Ameriprise Auto & Home Insurance between 5/1/2010 and 10/31/2010. Individual savings and experience may vary based upon a variety of factors including, but not limited to, driving experience and type of automobile insured.

11EX0321 11/10

**PUBLISHER** Ginnie Roeglin

**EDITOR** David W. Fuller 425-313-8510 [dfuller@costco.com](mailto:dfuller@costco.com)

**EDITORIAL DIRECTOR** Anita Thompson 425-313-6442  
[athompson@costco.com](mailto:athompson@costco.com)

**MANAGING EDITOR**  
**MAGAZINES**

T. Foster Jones 425-313-6748  
[Tod.Jones@costco.com](mailto:Tod.Jones@costco.com)

**MANAGING EDITOR**  
**BOOKS**

Tim Talevich 425-313-6759  
[ttalevich@costco.com](mailto:ttalevich@costco.com)

**ONLINE EDITOR**

David Wight [David.Wight@costco.com](mailto:David.Wight@costco.com)

**ASSOCIATE EDITORS**

Lorelle Gilpin, Ottawa 613-221-2009 [Lorelle.Gilpin@costco.com](mailto:Lorelle.Gilpin@costco.com)  
Sue Knowles, London 011-44-1923-213113 [sknowles@costco.co.uk](mailto:sknowles@costco.co.uk)  
Sungwon Pae, Seoul 82-2-2630-2700 [swpae@costcokr.com](mailto:swpae@costcokr.com)

**ASSISTANT EDITORS**

Stephanie E. Ponder, Seattle [sponder@costco.com](mailto:sponder@costco.com)  
Jessica Han, Seoul [jghan@costcokr.com](mailto:jghan@costcokr.com)

**REPORTERS**

Will Fifield [wfifield@costco.com](mailto:wfifield@costco.com)  
Steve Fisher [Steve.Fisher@costco.com](mailto:Steve.Fisher@costco.com)

**COPY EDITOR** Miriam Bulmer

**CONTRIBUTORS**

Eric Buttermann, Preston Cohen, Jacqueline M. Duda, Chrystle Fiedler,  
Maria Bellos Fisher, Barb Freda, Hope Katz Gibbs, Susan Hirshorn,  
David Horowitz, Judy Ketteler, Laura Langston, Christopher Lowell,  
Suze Orman, Angela Pirisi, Alice Shapin, Gene Siciliano,  
Daneen Skube, Pat Volchok, Debbie Wiener

**ART DIRECTOR** Doris Winters [d winters@costco.com](mailto:d winters@costco.com)

**ASSOCIATE ART DIRECTOR** Lory Williams [llwilliams@costco.com](mailto:llwilliams@costco.com)

**GRAPHIC DESIGNERS**

Ken Broman, Bill Carlson, Susan Detlor,  
Chris Rusnak, David Schneider, Brenda Tradii

**PRODUCTION MANAGERS**

Pam Sather, Seattle [psather@costco.com](mailto:psather@costco.com)  
Elaine Emond, Ottawa [Elaine.Emond@costco.com](mailto:Elaine.Emond@costco.com)

**ASSISTANT PRODUCTION MANAGER**

Antolin Matsuda [armatsuda@costco.com](mailto:armatsuda@costco.com)

**COLOR TECHNICIAN** MaryAnne Robbers [mrobbers@costco.com](mailto:mrobbers@costco.com)

**ADVERTISING MANAGER**

Jane Klein Shucklin 425-313-8277 [jshucklin@costco.com](mailto:jshucklin@costco.com)

**ASSISTANT ADVERTISING MANAGER**

Kathi Tipper-Holgersen 425-313-6581 [ktipper@costco.com](mailto:ktipper@costco.com)

**ADVERTISING COORDINATORS**

Melanie Woods, Seattle 425-313-2558 [mwoods@costco.com](mailto:mwoods@costco.com)  
Deborah Lissner, London 011-44-1923-830481 [dlissner@costco.co.uk](mailto:dlissner@costco.co.uk)  
Chatelaine Tuafu, Ottawa 613-221-2947 [Chatelaine.Tuafu@costco.com](mailto:Chatelaine.Tuafu@costco.com)

**SENIOR ADVERTISING PROJECT COORDINATOR**

Steve Trump [strump@costco.com](mailto:strump@costco.com)

**ADVERTISING / PROMOTION COPYWRITER**

Bill Urlevich

**NATIONAL ADVERTISING OFFICES**

John McCarthy & Associates  
2683 Grandoaks Drive  
Westlake Village, California 91381  
John McCarthy, 818-706-8066

**BUSINESS MANAGER**

Janet Burgess

**CIRCULATION MANAGER**

Rossie Cruz 425-313-6715 [rcruz@costco.com](mailto:rcruz@costco.com)

**CIRCULATION / EDITORIAL ASSISTANT**

Dorothy Strakele 425-313-6899 [connection@costco.com](mailto:connection@costco.com)

**ADMINISTRATIVE ASSISTANT**

D. Ted Harris 425-313-2937 [dharris@costco.com](mailto:dharris@costco.com)

**COSTCO WHOLESALE**

P.O. Box 34088, Seattle, WA 98124-1088  
999 Lake Drive, Issaquah, Washington 98027  
Fax: 425-313-6718  
E-mail: [connection@costco.com](mailto:connection@costco.com)

For information on warehouse hours and more:  
1-800-774-2678 or visit [Costco.com](http://Costco.com)



Audit Bureau of Circulations



WESTERN PUBLICATIONS ASSOCIATION

The Costco Connection is published by Costco Wholesale. All editorial material, including editorial comments, opinion and statements of fact appearing in this publication, represents the views of the respective authors and does not necessarily carry the endorsement of Costco Wholesale or its officers. Information in The Costco Connection is gathered from sources considered to be reliable, but the accuracy of all information cannot be guaranteed. The publication of any advertisements is not to be construed as an endorsement of the product or service offered unless it is specifically stated in the ad that there is such approval or endorsement. Products advertised may not be available at all locations at the time of publication. Publishing offices are located at 999 Lake Drive, Issaquah, WA 98027. Copyright © 2011 Costco Wholesale.

## from the publisher's desk

Ginnie Roeglin

**HAPPY NEW YEAR!** January is a time for new beginnings. If you are ready to set some new goals to transform your business or personal life, you will find lots of inspiration in this issue.

Our cover story (page 36) is sure to get you motivated. JD Roth and Todd Nelson are co-producers of many TV shows, including the hit *The Biggest Loser*. Roth and Nelson have helped more than a thousand people take charge of their lives and accomplish impressive goals on their shows. Perhaps they can help you transform *your* life?

Costco can help get you on the right path with both diet and exercise. Costco carries many new “power foods,” including ancient whole grains such as quinoa and spelt, in addition to steel-cut oats, acai, flax and agave, to kick-start a healthy lifestyle this year. You can read more about these healthful choices on page 72. Protein drinks and powder can also help to promote lean muscle and burn stored fat, as Costco assistant buyer Scott McCarron explains on page 57.

We can help you get moving with the full selection of exercise equipment in our warehouses and on Costco.com, including treadmills, ellipticals, bikes, weights—even inversion tables and the Pilates Reformer (page 61).

If you have been missing out on life due to a hearing loss, think about visiting one of Costco's Hearing Aid Centers. Our professionally trained and licensed technicians will fit you with the right state-of-the-art hearing aid at up to 50 percent savings over other suppliers' prices. You can learn more about Costco's hearing aid service on page 57.

If your home could benefit from some positive changes, you'll want to check out the furniture arriving in the warehouses now. You'll find instant savings on items for your home starting on page 90, and lots of decorating tips in our For Your Home section, starting on page 96. We also have an additional selection of furniture on Costco.com that includes “white glove” delivery to your home.

Happy new beginnings from all of us at Costco! 📺



Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of *The Costco Connection*.



David W. Fuller is Assistant Vice President, Publishing, and Editor of *The Costco Connection*.

## from the editor's desk

David W. Fuller

I AM OFTEN CALLED upon to describe the genre of magazine publishing to which *The Costco Connection* belongs. For me, the answer is simple: It is a general-interest publication.

In some arenas this is like describing the species to which you belong as “dinosaur.” It's true, the great general-interest magazines of the 20th century—among them, *Life*, *Look*, *The Saturday Evening Post*—have perished or been diminished beyond measure, faced, unlike *The Connection*, with the burdens of retaining paid subscribers and selling newsstand copies. Even *Reader's Digest*, which once boasted a circulation of more than 15 million, is now publishing fewer than 6 million copies per month.

We live in an era of niche publishing, replete with magazines about every little cranny of our wide-ranging interests.

So why does *The Connection* persist in this interest in general interest?

Because it allows us to tell so many of the stories connected to our members, our suppliers and the ever-widening universe of Costco. Because people do want to broaden their vistas beyond their sport, their hobby, their interest in food, their trade. Because the more broadly we can cast the net called community, the better off we are in the long run. And, yes, because the magazine is designed to reflect the full array of merchandise categories at Costco.

What brings this to mind is this month's heavy focus on health. You'll find plenty to read here on this topic of universal interest. As happy as I am that we are bringing you this kind of depth on this important topic, I am just as happy to know that next month's special section will be about hardware; and in March, outdoor living; and in May, summer travel. Aren't you? 📺



# ONE A DAY 50+ Advantage

**The Only† Complete 50+ Multivitamin with Ginkgo  
to Support Memory & Concentration\***



**Supports Bone  
and Breast Health  
with Calcium and  
Vitamin D3\***

**PLUS:**

**Supports Heart  
Health with  
B Vitamins and  
Healthy Blood  
Pressure†† with  
Vitamin D3\***



**More of What Matters to You.**

\*This statement has not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure or prevent any disease.

‡Among leading brands.

††To help maintain blood pressure levels already within normal range.

**WAREHOUSE/COSTCO.COM**

Major League Baseball trademarks and copyrights are used with permission of Major League Baseball Properties, Inc. Visit MLB.com.

† Compared to One A Day® Essential, and with 25% DV more Vitamin D than Centrum® Silver® Ultra Men's



**DEEP PENETRATING**

# Pain relief in minutes.

## **Celadrin Joint & Muscle Pain Relieving Cream**

temporarily relieves the aches and pains of sore muscles and joints. Celadrin Topical Cream is a deep-penetrating and fast-acting greaseless formula that provides soothing relief.

- **DEEP-PENETRATING ACTION**
- **FAST, SOOTHING RELIEF**
- **GREASELESS FORMULA**



The International Federation of Sports Medicine's (FIMS, [www.fims.org](http://www.fims.org)) goal since 1920 has been to provide the best medical care for Olympic athletes. FIMS has endorsed Celadrin, its first and only official joint and muscle cream, for sports enthusiasts and active adults around the world.

**WAREHOUSE/COSTCO.COM**







MEDIA BAKERY

## Debate goes on

### In response to the December Debate, "Is it ever OK to walk away from an 'upside-down' mortgage?"

**YES.** These days it doesn't necessarily send a bad message. If you are over your head in debt, and not getting help from the mortgage company, restarting is a great thing to do.

*Clayton McGhie  
Brandywine, Maryland*

**NO.** Ultimately, everyone else will end up paying for it. When you sign those papers, that's *your* loan and you should pay for it.

*Corinne Redmond  
Pooler, Georgia*

### In response to the November Debate, "Should the sponsors of political ads be identified?"

**YES.** The Supreme Court ruling allowed the corporations and special interests to spend billions of dollars—undisclosed—to buy government influence in every election.

*Gerard Sanchez, Sr.  
Las Vegas, Nevada*

**NO.** Freedom requires free speech, so transparency must be voluntary.

*Robert Eubanks  
Phoenix, Arizona*

## Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send an e-mail to [dialogue@costco.com](mailto:dialogue@costco.com); or write to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.

## Member comments

### Thumbs up for *Gifted Hands*

I was thrilled to see Dr. Ben Carson on your cover ["The quiet hero," December 2010]. Just three weeks ago, I watched the movie made about his life, *Gifted Hands*. It is inspirational on so many levels. Dr. Carson overcame overt racism from the outside and negative "I am stupid" messages from the inside—initially due to the vision of his mother.

Thank you, Costco, for honoring Dr. Ben Carson by sharing his story with millions of other Costco members. You have given all of us a holiday gift by doing so.

*Gena Galenski  
Marin County, California*

The article on Dr. Ben Carson was inspiring. I was troubled, however, by Dr. Carson's assertion that "poverty is a choice." Yes, hard work is important and a clear path out of poverty, but not everyone has the mother to build discipline and provide encouragement. Often without a stable, loving environment, many young people are angry or emotionally needy.

I applaud Dr. Carson's program to recognize young scholars. I hope we can do more to help young people to reach the point that they want to learn and excel.

*Mark Bradley  
Villanova, Pennsylvania*

### Profiles of success

I would particularly like to thank you for the fine supplier profiles that you've been providing. For example, in November, the ones about the Tree Top Company ("Juicy fruits") and Tom Smith's Crackers ("Snappy Christmas") were both very interesting and informative. I buy products from both and it's nice to know about the companies and their philosophies. Please keep these articles coming.

*Carl Vest  
Puyallup, Washington*

### Good-natured business

I take exception to David Horowitz's opening two sentences in his article ["Tip-offs to rip-offs," December 2010]: "Ever since the first business transactions, people on one side of a deal have received a little more than they gave. This, I am afraid, is the nature of business."

Are there bad apples in every industry? Yes. Are there some unscrupulous business-people who try to rip you off? Yes. Is this the "nature of business"? No.

In my experience, I would say that more than 95 percent of business is conducted on the

up and up, and that both sides of a "deal" or transaction are served equally.

Costco as a company is a fine example of what I'm saying.

Does one need to stay vigilant? Yes. Are the David Horowitzes valuable? Yes. I just take issue with David's negative characterization of business.

*Ken Mann  
Las Vegas, Nevada*

### Consider the pro option

Mark Shapiro's article ["Lights, camera, action: Video can be a moving tool for your business," December 2010] is for the most part right on.

However, one of his facts is misguided when he presents the choice that business owners can spend a lot of money on a video marketing campaign or do it themselves.

It doesn't have to cost a lot of money to hire a professional. Prices can range from \$300 to \$1,400 for a series of videos.

Just as with other businesses, such as tax preparation, brochure printing and legal advice, there will be a noticeable difference in picture and audio quality, storytelling and graphics between the do-it-yourself video compared to one done by a video production professional. An owner must weight those aspects, along with the fact that it will most likely take them four times the amount of time to figure out how to do an online video.

Doing one wrong could hurt your business brand more than help it. Before going the do-it-yourself route they should present their idea for an online video to local Web video production firms and get quotes for the project.

*Christopher Brown  
Winston-Salem, North Carolina*

CONTINUED ON PAGE 12

## Monthly reader survey



WHAT DO YOU think of this issue of *The Connection*? Tell us and you could win a \$100 Costco Cash card! Take a moment to complete our anonymous reader feedback survey by going to [Costco.com](http://Costco.com) and searching "Costco Connection Magazine." Click "Reader Survey" on the welcome page. Upon completion, you will have the option to enter the drawing. **The November winner is Tonya Whaley of Tucker, Georgia.**

CONTINUED FROM PAGE 11

### Thanks a millennium

Good article on Stieg Larsson's work ["Millennium men," December 2010], and I hope it will help more readers get acquainted with his writings.

The translation work [by Steven T. Murray] fooled me, as it appeared to be a Swedish-based effort, replete with the Queen's English ("sceptical," "towards," "astonishing," etc.), and not much colloquial American [English]. Also, omitting to translate simple words, such as *tunnelbana*, *Fru*, *Froken*, makes one feel like [one is] entering an IKEA store and trying to make sense of the items' names.

Back to Larsson's opus: superb reading, great movies and the sad realization that the world lost a gifted storyteller.

Sergiu Luchian  
Waltham, Massachusetts

### Fighting Cystic Fibrosis

Last month you featured an article about my foundation ["Tackling cystic fibrosis, one day at a time," December 2010]. In the first two days that *The Connection* came out online ([www.costcoconnection.com](http://www.costcoconnection.com)), we received a generous donation, orders for the Portraits of Cystic Fibrosis calendar ([www.roadmaptocf.org](http://www.roadmaptocf.org)).

org) and were connected with many CF [cystic fibrosis] families across the country.

Thanks to the generous spirit of all the Costco members helping to support us, we're hoping that this turns out to be one of our biggest fundraisers ever!

Laura Bonnell  
Royal Oak, Michigan

### Recipe for successful holidays

It was the first time in 10 years that my immediate family was all together, so besides wanting to fix something special, I wanted to cook as much ahead of time [as possible]. The "Favorite recipes for the holidays" [November 2010] was one my husband handed me and said I should look over. Reading about the Make Ahead Mashed Potatoes was perfect for what I needed.

The big winner, though, was the Apple Toffee French Toast ["Quality to the core," November 2010]. I did a trial run and it was a big hit. One batch won't be enough. Thanks for lightening my load on what to fix, as you gave us some winners!

Cindi Wadlow  
Silverdale, Washington



**Estroven**

*Feel like Yourself Again!\**

**#1 Pharmacist Recommended†**

Twice as Strong to Reduce Menopausal Symptoms

**Estroven**

Maximum Strength

Safe, All-Natural Dietary Supplement 98 Caplets

Helps Reduce Hot Flashes & Night Sweats\*

- ✓ Twice as strong to help reduce hot flashes and night sweats\*
- ✓ Essential vitamins and minerals for women's health\*
- ✓ Supports mental clarity\*

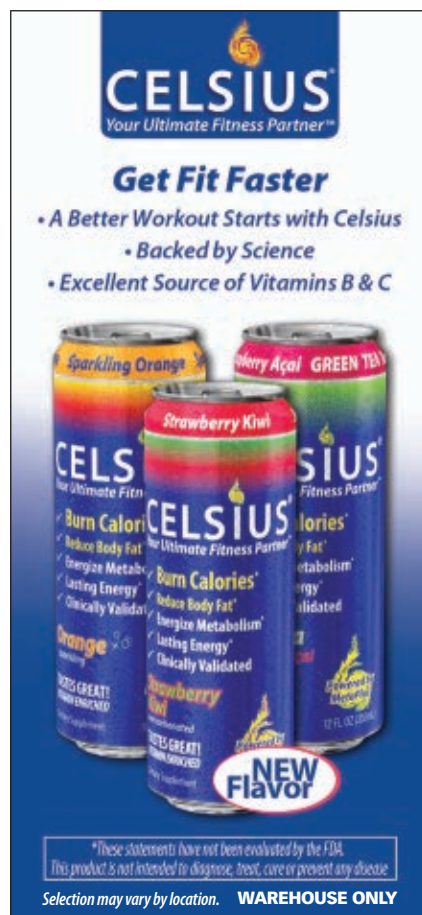
*More women rely on Estroven than all other menopause supplements combined.*

†#1 Pharmacist recommended brand based on latest Pharmacy Times OTC survey.

© Amerifit, Inc. 2010

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

**WAREHOUSE/COSTCO.COM**



**CELSIUS**  
Your Ultimate Fitness Partner™

**Get Fit Faster**

- A Better Workout Starts with Celsius
- Backed by Science
- Excellent Source of Vitamins B & C

Sparkling Orange, Cherry Kiwi, Green Tea, Strawberry Kiwi

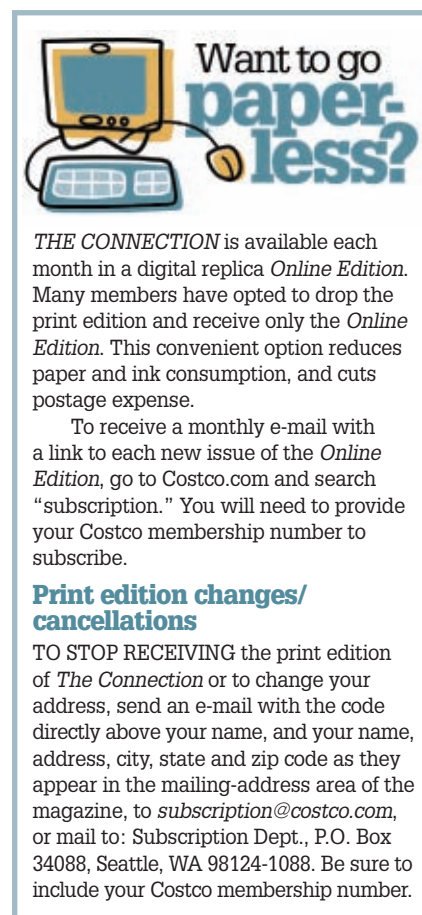
**CELSIUS**  
Your Ultimate Fitness Partner™

Burn Calories\*  
Reduce Body Fat\*  
Energize Metabolism\*  
Lasting Energy\*  
Clinically Validated\*

**NEW Flavor**

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

Selection may vary by location. **WAREHOUSE ONLY**



**Want to go paperless?**

*THE CONNECTION* is available each month in a digital replica *Online Edition*. Many members have opted to drop the print edition and receive only the *Online Edition*. This convenient option reduces paper and ink consumption, and cuts postage expense.

To receive a monthly e-mail with a link to each new issue of the *Online Edition*, go to [Costco.com](http://Costco.com) and search "subscription." You will need to provide your Costco membership number to subscribe.

**Print edition changes/cancellations**

TO STOP RECEIVING the print edition of *The Connection* or to change your address, send an e-mail with the code directly above your name, and your name, address, city, state and zip code as they appear in the mailing-address area of the magazine, to [subscription@costco.com](mailto:subscription@costco.com), or mail to: Subscription Dept., P.O. Box 34088, Seattle, WA 98124-1088. Be sure to include your Costco membership number.



# Business Health Insurance for Costco Executive Members



## A COST-EFFECTIVE WAY FOR BUSINESSES TO PROVIDE EMPLOYEES WITH A QUALITY HEALTH INSURANCE PLAN

- Competitive rates negotiated exclusively for Costco Executive Members
- Dedicated sales and service team
- Online quoting, enrollment and billing
- Option to add dental and life insurance (where available)
- Currently available to Executive Members in CA, OR and WA (except Asotin County)

The health and dental plans are offered to Costco Executive Members only and are brokered and/or serviced by CBC Benefit and Insurance Services; CA License #0D75486. Costco Wholesale Corporation License #0C28248, Purchasing Alliance #101. Costco Insurance Agency License #0D08407 • Group eligibility is dependent upon state-specific underwriting guidelines, which include some industry and geographic limitations. Some states may require completion of a Health Risk Questionnaire. Other terms and conditions may apply. Call for rates and availability in your area.

09EX0913 12/09

**TO OBTAIN A QUOTE, VISIT [COSTCO.COM](http://COSTCO.COM)  
AND SEARCH: EMPLOYEEHEALTH  
OR CALL 1-866-404-6023 TODAY!**





# Feel beautiful all winter with your favorite brands.



## TIP:

Winter can dry your skin out. Shower with Dove® Deep Moisture Nourishing Body Wash with NutriumMoisture™ to mildly cleanse without robbing your skin of natural, protective oils.



All items might not be available in all locations.

©2010 Unilever INT 107444  
WAREHOUSE ONLY



## GENE SICILIANO: BETTER BUSINESS APPROACHES



**Gene Siciliano, CMC, CPA**  
([www.genesiciliano.com](http://www.genesiciliano.com))  
is a financial consultant,  
speaker and author of  
*Finance for Non-Financial  
Managers*.

# The barometer for your business

HOW DO YOU GAUGE whether your business is in for rough seas or smooth sailing? The cash balance in your bank account? Your year-to-date sales?

Sailors know the value of having a barometer to give them advance warning of weather trends and help them stay out of trouble. Business owners need the same kind of early-warning system.

Many of the key measurements owners should track come from their financial reporting systems. Here are my recommendations for the most important measurements for any business owner's "barometer." In each case, the value of the measurement is greatly enhanced by tracking the trend over six, nine or 12 months.

**Days sales outstanding (DSO).** This tells you how many days of sales, on average, are sitting uncollected in your accounts receivable. The older an unpaid account is, the higher the likelihood it won't be paid at all. If this number is getting larger, it means customers are generally slowing down their payments to you and you're

going to have a cash-flow problem if it continues.

**Inventory turnover.** How quickly is your inventory moving off the floor? If it's not moving as fast as it used to, your cash tied up in inventory is growing in relation to sales. Inventory sitting around soon begins to get lost, damaged or obsolete and unsalable. Nothing is worse than having an asset deteriorate and not getting anything for it.

**Current ratio.** This is found by dividing your current assets by your current liabilities. This is a quick way to determine if you have enough current assets—mostly cash, receivables and inventory—to conduct your business efficiently and smoothly. Too little and you may find yourself spending time making collection calls and fending off past-due creditors; too much and your profitability may decline because you're not making good enough use of leverage in your business.

What barometric measurements will work for you depends on your business model. DSO will be different for a business that sells on cash and credit, compared to a credit-only business. Inventory turnover and the current ratio will be different for a manufacturer than for a distributor or retailer. Keep in mind that the trend of these metrics is far more important than any single number.

The message: Track your numbers and strive to constantly improve them. The result will be greater profitability at the end of the day. ☐

**More in archives**  
On Costco.com, enter  
"Connection." At Online Edition,  
search "Fresh Views."



# New year, new approach

THE NEW YEAR is the perfect opportunity to reflect on your business. The authors of *Rethink, Reinvent, Reposition: 12 Strategies to Renew Your Business and Boost Your Bottom Line* (Adams Business; 2010),

cite Louis Pasteur, who said, "Chance favors a prepared mind." International business consultants and professors (and Costco members) Leo Hopf and William Welter offer some proven strategies for preparing your mind and your business for a great year.

**Catch the new wave.** Most companies are prepared to win in the market of three years ago. How can you shift to what will be hot in coming years?

**Put old wine in new bottles.** How can you make offerings that have been around for a long time seem fresh and new?

**Shift to the sweet spot.** Not all parts of your business are equally attractive. How can you move to where the real money is being made? If you have a portrait studio, consider-shooting videos for local businesses.

**Build share of wallet.** You receive only a portion of your customers' total purchases. How can you sell them more of what they are already buying from others? Think about providing tailoring services at your dry-cleaning operation.

**Aim higher or lower.** How can you move significantly up- or down-market? A car repair shop can up-market by adding pick-up and delivery services.

**Make a time shift.** How can you do business during a new or different part of the day?

**Leverage core competencies.** How can you use your hard-earned capabilities in new and different ways?

Hopf and Welter say, "Many of these ideas can refresh your business with relatively low capital and modest risk—a great way to kick off an exciting new year for the business you love." ☐

## Another Cool website

# Support for your business

IF YOU OWN A small business, you know the upside of being your own



boss is often countered by a feeling of isolation. In 2005, small-business owners and Seattle-area Costco members Lara Eve Feltin and her husband, Dan McCombs, lamented the lack of a sense of community; they weren't finding it on other networking sites, so they created their own and called it Biznik (<http://biznik.com>).

Feltin says, "Biznik is a community created specifically with indie business in mind. It's a place exclusively about business, for indie business people. Biznik's good at two things: helping you form relationships with your business peers, and being a platform for establishing and strengthening your professional reputation."

She emphasizes that Biznik should not be confused with referral networking groups: "Biznik is about traditional business networking with peers, with whom you can share resources, connections, inspiration, opportunities, support and referrals. Strong relationships and a solid reputation lead to more sales."

Membership is free, with two other levels of paid membership available with more perks. ☐

# PGX®

## Will change your life

- Supports healthy weight loss\*
- Reduces between-meal food cravings\*
- Supports healthy blood sugar and cholesterol levels\*†
- Completely safe and stimulant free

\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. The beneficial effects of PGX will be greatly enhanced by a healthy diet and exercise.

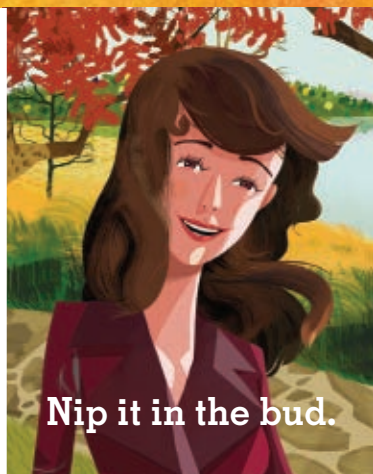
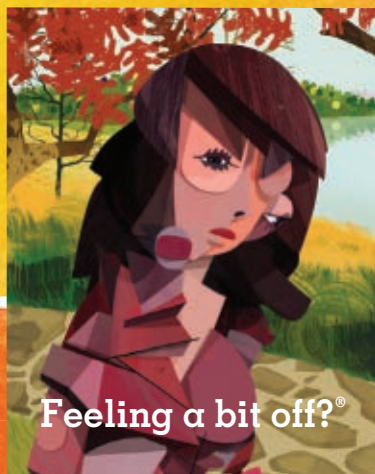
† Supports healthy blood sugar, and cholesterol already within the normal range.

WAREHOUSE/COSTCO.COM



## pgx.com

Questions? Call the PGX support center at **1-800-895-1470** or email **support@pgx.com**.



The moment you feel achy or run down, nip flu-like symptoms in the bud with Oscillo.®  
Get Oscillo. And feel like yourself again.



Supported by clinical trials. Safe. No side effects.

Always read and follow label directions.

## BOIRON®

WAREHOUSE ONLY

©2010 Boiron. All Rights Reserved



# No recession for con artists

THE ECONOMIC BUST has been a boon for scammers and cons. We are faced with a new wave of “recession scams”—scams born out of economic uncertainty.

These scams target people who can't make their mortgage payments, cannot meet their healthcare needs or are desperate for employment. The equation is tragic: the more desperation, the more opportunity for scammers to act.

Here are three cons to look out for.

■ **The job-hunting scam.** These scammers prey on eager candidates hoping to get a head start on applying for a specific job or to gain access to jobs others may not know about. This scam comes in the form of a fee-based service that offers prospective employees an “exclusive” job listing page, or a monthly membership in a job-listing site that advertises jobs “unavailable to the public,” for a monthly, upfront subscription fee. The truth is, most of the jobs listed are dead ends, duplicates or jobs that can easily be found on sites such as Careerbuilder.com, Monster.com or Craigslist.org. This scam only takes money from job seekers’ pockets and offers no advantage whatsoever for finding a job.

■ **The healthcare hustle.** In this scam, a company appears to offer affordable healthcare, though it really offers nothing more than a healthcare “discount card.” In fact, people who fall for this hustle are often stuck with hefty healthcare bills and no insurance to cover them. Ironically, the card doesn't offer any discount at all. I recommend not only reading the fine print, but, when it comes to an investment such as healthcare insurance, where a long-term commitment is required, researching the company before handing over a single cent. This scam has caught the attention of the Federal Trade Commission, which has promised to crack down hard on these companies.

■ **The foreclosure con.** We have all seen the advertisements: “We can save your house,” or “Allow us to refinance your mortgage.” These companies, often unregulated by any government body, have sprung out of the mortgage crisis, and, contrary to their guarantees, they cannot save your house, refinance your mortgage or get you out of your terrible housing dilemma. Instead, for a hefty upfront fee, they coerce customers into doing such things as refinancing at a terrible rate or, worst of all, signing over the title of their home to the company, only to be forced to rent it back for a large sum of money at a later date.

## Stay ahead of the scammers

What can you do to avoid these scams or spot them before it's too late?

The first warning sign with most of these scams is the phrase “upfront fees.” Often, companies that force you to pay fees in advance will take the money and run, or get you so financially invested that you feel you have no choice but to continue with the service.

Second, these companies are typically in a rush to get you to sign along the dotted line. Therefore, stop, think about it, do the research and make a smart, educated decision. No wise decision is ever made out of desperation.

Third, beware of a company asking for the ability to sign for you. Some scammers pose as brokers and will try to get you to sign over important documents, such as financial statements and bank records, in order to approve them as co-signers. This is a sure sign that you are being scammed, and this is difficult to reverse, because once you have granted a person or company signing permission, it is extremely difficult to take that right away from them.

Stay smart and savvy, even if you are feeling financial pressure. Always research a company or a lone operator before doing any business with them. Guard your documents and do not expose yourself to any form of identity theft or financial fraud. Finally, even though these are desperate times, do not take any desperate measures that may end up costing you more and doing serious damage to you and your financial status in the long run.

For more information on how to spot or thwart these cons, visit [www.thesurvivorsclub.org](http://www.thesurvivorsclub.org) and [www.walletpop.com](http://www.walletpop.com). 📺



AMY CANTRELL

**David Horowitz is a leading consumer advocate ([www.fightback.com](http://www.fightback.com)).** He is a frequent guest on radio and television stations. Consult your local listings for dates and times.

© 2011 FIGHT BACK! INC. ALL RIGHTS RESERVED.

## Ask David Horowitz

**I BOUGHT A three-year-old 2007 Ford Edge with 75,000 miles on it. As I was driving to a wedding, all of a sudden my car came to an abrupt stop, and smoke began to billow into the cab and all around the exterior of the car. I took it to a mechanic, who claimed it had a leak that would cost \$7,100 to fix. This is nearly as much as I paid for the car. What can I do?**

**Adam H. Nevada**

I suggested that, instead of haggling with the mechanic, Adam call Ford in Detroit and speak directly to the department responsible for fixing these types of issues. He should simply explain what happened and they would direct him to a person who could identify the problem and walk him through what needs to be done.

**Update:** Adam did just that, and wrote to me afterwards, explaining how Ford had properly resolved the situation. Ford was able to narrow down the flaw to a leak in the power takeoff unit, and the car was fixed for a fraction of the original estimated cost; Ford even paid for the repair, as the vehicle was still under warranty. Ford was also glad that the customer had informed them of this defect in the vehicle. 📺

 **More in archives**  
On Costco.com, enter  
“Connection.” At Online Edition,  
search “David Horowitz.”

## Do you have a question for David?

Just log on to [www.fightback.com](http://www.fightback.com) and “Ask David.” He will personally respond to your problem if you follow the instructions printed on his website. (Costco members receive a rebate off the normal fee.) Questions and answers of the greatest interest to Costco members will be used in this column (with the permission of the contributor) and will be posted on [www.fightback.com](http://www.fightback.com).

# What is Small, Red, Powerful and Supports Cardiovascular Health?



ACTUAL  
SIZE  
SOFTGEL  
SHOWN



## COMPARE TO FISH OIL

	Just 1 Small Softgel Per Day	Powerful Antioxidants	Contains Omega-3 Fatty Acids	No Fishy Odor or Aftertaste
 <b>MegaRed® Softgel</b>	✓	✓	✓	✓
 <b>Fish Oil Softgel</b>			✓	

## May Reduce the Risk of Coronary Heart Disease<sup>†</sup>

Schiff® MegaRed® contains oil from 100% pure Antarctic krill, tiny crustaceans that thrive in the frigid waters of the Antarctic. MegaRed® provides an optimal combination of omega-3 fatty acids, phospholipids and critical antioxidants to support heart and joint health.

Unlike fish oil, MegaRed® omega-3 fatty acids are mainly absorbed and carried to the body's cells in phospholipid form. Phospholipids form the structural basis of cell membranes, so MegaRed® phospholipids with omega-3 fatty acids are easily recognized, incorporated and utilized by the body.

Just one small, easy-to-swallow softgel per day. Quality tested for purity.



For more information about Schiff® MegaRed®,  
call 1-800-526-6251.



THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

<sup>†</sup> Supportive, but not conclusive research shows that consumption of EPA and DHA Omega-3 fatty acids may reduce the risk of coronary heart disease.

**Also:**  
■ Co-signing  
a loan

# Fiscal prudence 101

**By Suze Orman**

**Do you have any steps to prepare our 18-year-old for taking financial responsibility for himself? (We also have a 14-year-old son.)**

*S. Hill  
Sedalia, Missouri*

RAISING A CHILD to be financially responsible is not something that occurs with one lesson at the age of 18. Parents need to teach strong money values and practical money skills from a very early age. And so much of the learning is by example.

I hope that your children have watched you live your life with financial honesty. Examples might be that you do not have credit card debt, that you have set aside money in an emergency fund, that you are saving today so you will be able to retire comfortably. If you are living below your means but within your needs, you are setting a strong example. If the pleasure of saving is equal to the pleasure of spending, you are instilling the right money values.

As a practical matter, the biggest mistake young adults make is not understanding how credit cards work. Please take the time to sit down with your kids and go through your credit card statement. Focus on information that is now included in every statement: the total cost and time it will take to pay off the debt if you were to make just the minimum payment due. That is an opening to discuss the dangers of credit card debt.

If your credit score is at least 700 I would add your child to your card; he will begin to build his own credit history piggybacking on yours, and you can help him develop good charging habits. A new law prevents those under the age of 21 from getting their own credit card unless they have proven income or an adult co-signs. Do not be a co-signer. Keep your son on your card, or let him wait until he has the income to get his own card.

The other big lesson is to teach your children the value of saving money. I think parents can make this a fun learning experience by agreeing to offer a matching contribution for any money that goes into a savings account—allowance, money from a part-time job or monetary gifts. A 25-cent match for every dollar saved can be a great incentive.

And I would introduce the “vesting” principle used by employers that offer a matching contribution on 401(k)s: Agree that your match vests one-third every year. So if your children make a withdrawal after one year they are entitled to only one-third of your match; after two years they are entitled to two-thirds, and if they leave their

money in the account for three years they have 100 percent control of your matching contribution.

**I am 72 and co-signed a loan for my grandson for college. Sadly, he passed away last September. I have been told that I am still liable for the loan because it was not government funded, but private. Is there anything I can do?**

*S. Baratta  
Phoenix, Arizona*

I AM SO SORRY for your loss; no grandparent should have to go through that experience. I wish I had better news for you, but you have found out one of the worst aspects of private college loans. When the borrower dies, the lender can still demand payment from any co-signer. That is why I recommend families use only federal college loans such as Staffords (for students) and PLUS loans (for parents of students). All federal loans are discharged if the borrower passes away.

While banks have the right to demand payment, they also can choose to forgive that payment. I recommend that you respectfully explain the situation and ask them to forgive the debt. If they decide to be heartless, see if they would at least agree to a reduced payment on the grounds of basic human decency.

I realize this may not help you financially, but I want you to know you are not alone. The government is well aware of the many problems with private student loans, including the fact that co-signers are responsible for the debt of a deceased borrower.

This past fall the House of Representatives passed a bill that would require private lenders to disclose this horrible policy at the time anyone co-signs a loan. (You can learn more about this by doing a Web search for “Christopher Bryski Student Loan Protection Act.”) The bill wouldn’t ban the practice, but the hope is that borrowers (and their co-signers) would think twice about taking out the private loan. As I write this, in late 2010, the bill has yet to proceed anywhere in the Senate.

I recommend that anyone who has co-signed a private student loan should take out a 20-year term life insurance policy on the student, for the amount of the loan. It should cost only \$10 to \$15 a month to ensure you will be fully protected if the student were to pass away. [E]

## Ask Suze Orman

E-mail your personal-finance questions to:  
**suze@costco.com.**

Please include  
“Suze Orman Q&A”  
in the subject line; or fax to  
**(425) 313-6718**; or mail to  
**Q&A with Suze Orman  
The Costco Connection  
P.O. Box 34088  
Seattle, WA 98124-1088.**

Suze will answer  
selected questions in  
this bimonthly column.

She regrets that  
unpublished questions  
cannot be answered  
individually.

Suze Orman’s TV  
show airs Saturday  
nights on CNBC. Suze  
can be contacted at  
**www.suzeorman.com.**

**More in archives**  
On Costco.com, enter  
“Connection.” At Online Edition,  
search “financial connection.”



*Finely crafted, Gracefully sublime.*

# Avery

## BEDROOM COLLECTION



*The* striking **Avery Bedroom Collection** evokes a traditional style, with its gently curved headboard, bowed fronts, and elegant veneer inlay borders. This collection also features dovetail drawer construction and fully-finished drawers (including cedar-lined bottom drawers) making this group stylish and functional.

Quality drawer construction with  
English dovetail joints

Wood on wood drawer guides

Fully finished interior drawers with  
cedar lined bottom drawers



Item #477160 (Queen Bed); Item #543479 (King Bed); Item #543481 (California King Bed); Item # 477163 (Night Stand);  
Item #477162 (Entertainment Dresser); Item #477161 (Dressing Chest); Item #543485 (Lingerie Chest) **WAREHOUSE ONLY**  
Item #557852 (Bench) **COSTCO.COM ONLY**





*Universal  
Furniture®*

Accessories not included.  
Selection varies by location.





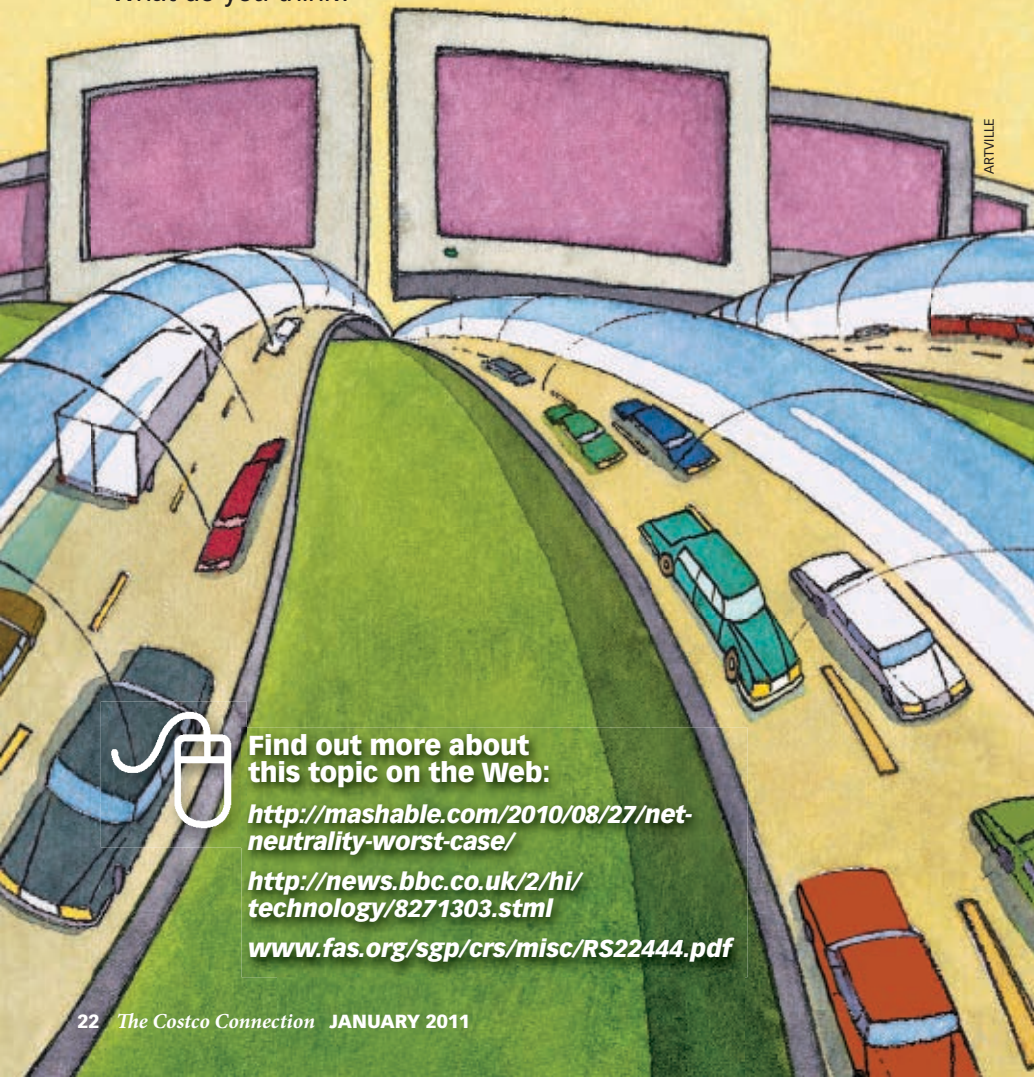
# Should Internet openness be ensured by regulation?

"NET NEUTRALITY" IS the idea that all information flowing across the Internet should be treated equally. But the Internet faces congestion concerns. Some carriers have proposed multitiered access, in which subscribers would pay more for heavy data traffic or have their data traffic slowed or blocked to allow other data to flow more quickly.

Proponents of net neutrality believe the Internet should be open to all data traffic, and companies should be prevented from blocking access or giving faster access to some data traffic over others.

Critics of regulation argue that Internet content providers own the videos, music and information they post and Internet service providers must have the option to slow down some data in order to allow other data to flow more quickly. The Internet is not public property, they claim, and should not be regulated as such.

What do you think?



Find out more about this topic on the Web:

<http://mashable.com/2010/08/27/net-neutrality-worst-case/>

<http://news.bbc.co.uk/2/hi/technology/8271303.stm>

[www.fas.org/sgp/crs/misc/RS22444.pdf](http://www.fas.org/sgp/crs/misc/RS22444.pdf)

## YES

from members:

**Dave Percival**  
Henderson, NV



Companies are already throttling Internet connections. The Internet would fall apart with tiered access.

**James M. Dunn**  
Liberty, MO



We the people own the Internet. Its first use is to serve us, not make money for Internet content providers.

**J. Benjamin Kidd**  
Novi, MI



Many carriers would like to fragment, regulate and collude with other carriers to create conditions for maximum profits over public access or interest.

## NO

from members:

**Brian Kuhens**  
Spartanburg, SC



It is a slippery slope. The Internet should not be regulated for the benefit of any group.

**Jacqueline Norgod**  
Palo Alto, CA



The market should dictate priority of data streams, and providers should allow customers to choose what kind of traffic is optimized.

**Amy Ellzey**  
Olathe, KS



The Internet has evolved from very smart thinking. This is an issue that, with the right minds, can be resolved [without regulation].



## from an expert in the field:



**Art Brodsky** is communications director at Public Knowledge ([www.publicknowledge.org](http://www.publicknowledge.org)), a Washington, D.C.-based public-interest group working to defend users' rights in the emerging digital culture.

THE INTERNET IS the greatest communications mechanism ever created because no one has to ask permission to use it. Unlike, say, a cable system in which the operators choose which programming channels get on and which don't, the Internet is open for everyone, from one person to the biggest corporation, to set up a website, offer a service and so on. At the same time, anyone can have access to those sites and services to read,

contribute, Tweet, buy, e-mail, whatever.

Now this open Internet is in danger of being replaced by an Internet none of us would recognize—an Internet in which some websites are sectioned off into “managed services” for which customers will have to pay more, as with separate cable tiers. Or there could be an Internet in which some websites load faster and look better because one company has made a deal with a telephone company to come through in the fast lane, leaving a smaller, innovative site in the dust. Or a website could specify which browsers are needed to use its site, putting some users at a disadvantage.

Right now, all of those activities that would destroy an open Internet are legal. The only reason they haven't happened yet is that the telecom industry is waiting to make sure that Congress and the Federal Communications Commission (FCC) and other government agencies will allow them.

Sadly, many in Congress, acting at the behest of the telephone and cable industries, would allow the open Internet to be destroyed under the guise of opposing regulation. In this case, regulation is the lesser ill. The open Internet is a reality worth preserving. One way to cut down on the possibility of a closed Internet is to allow the FCC to reclaim jurisdiction over the high-speed data services (broadband) that connect consumers to the Internet. Then at least some discrimination could be prevented and the open Internet largely preserved.

Without some regulation, whether by the FCC or other government agencies, the open Internet we all enjoy and appreciate now will wither away under the enormous economic power of the telephone and cable companies, their political ecosphere and their pet politicians. We can't let that happen. It may be that not all of those bad results can be prevented, but we have to try. ☐

## from an expert in the field:



**Randolph J. May** is the editor of *New Directions in Communications Policy* and president of the Free State Foundation ([www.freestatefoundation.org](http://www.freestatefoundation.org)), a free-market-oriented think tank in Rockville, Maryland.

THE CAMPAIGN FOR government-imposed net neutrality regulation is a classic solution in search of a problem.

Openness already characterizes the Internet. That's why net neutrality proponents always say net neutrality regulations, which would prevent Internet providers from discriminating against any website, are needed to “preserve” or “maintain” Internet openness, rather than to fix an existing problem.

Since the Federal Communications Commission (FCC) decided in 2002 not to regulate Internet providers as common carriers, the way that monopolistic Ma Bell was regulated during the 20th century, the marketplace for broadband Internet services has become increasingly robust and competitive. More than 95 percent of American households have access to broadband Internet services, and 90 percent have access to two or more providers. Of course, in addition to using cable, telephone and satellite broadband providers, consumers increasingly access the Internet, including video programs, through their smart wireless devices.

Indeed, with marketplace competition driving investment and innovation, it is not surprising a recent poll conducted by Hart Research Associates found that 75 percent of Americans say the Internet is working well, and 55 percent believe the government should not regulate the Internet.

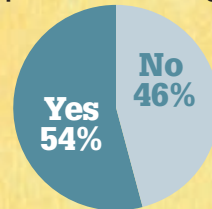
In light of the competition among Internet providers, it is highly unlikely they will act in ways that harm consumers. Service providers want to retain subscribers, not lose them, which is why there have been so few instances of alleged blocking or discrimination against websites.

The real problem with net neutrality regulation is that the FCC is likely to overreach as it has so many times in the past. A rigidly enforced nondiscrimination regulation may well prevent Internet providers from differentiating their services in ways that allow them to be responsive to evolving consumer demand. After all, the freedom to differentiate services is what leads to innovation and new investment.

Absent a meaningful showing of present market failure or consumer harm, it is wise to keep the government out of the Internet regulation business. The Internet is flourishing quite nicely without such government regulation. ☐

## DECEMBER DEBATE RESULTS:

Is it ever OK to walk away from an “upside-down” mortgage?



Percentage reflects votes received by December 10, 2010.

## NOVEMBER DEBATE RESULTS:

Should the sponsors of political ads be identified?

YES: 94% NO: 6%

Percentage reflects votes received by November 30, 2010. Results may reflect Debate being picked up by blogs.



See Dialogue pages for more debate responses

Opinions expressed are those of the individuals or organizations represented and are presented to foster discussion. Costco and *The Costco Connection* take no position on any Debate topic.





# Celebrate your **HEALTH**

Be happy, healthy and save with Kirkland Signature™ vitamins and supplements!



Being healthy is always a reason to celebrate. That's why Kirkland Signature™ makes a full line of high-quality vitamins and supplements to support your healthy lifestyle.\* From the

Kirkland Signature Daily Multi to Calcium 600 mg + D3, you'll find the top-quality vitamin and supplement formulas that are right for you—at incredible member values!



USP has tested and verified select Kirkland Signature™ supplements for their ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See [www.usp-dsfp.org](http://www.usp-dsfp.org).

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

\*\*Adequate calcium and vitamin D throughout life, as part of a well-balanced diet, along with physical activity, may reduce the risk of osteoporosis. 10-104802a

Exclusively from Costco Wholesale  
**WAREHOUSE/COSTCO.COM**

## Debate:

## Gauging popular opinion

## A recap of the past year's issues and our readers' responses

WHEN IT COMES to our monthly Debate, we look for topics to engage our members' minds. More often than not, you all are willing and eager to share your opinions.

Hot-button issues that produced decidedly one-sided votes included teenagers using tanning salons, schoolchildren being taught cursive writing, whether obesity is a disease and a few political questions, which always lead to impassioned responses. It's clear the majority of respondents favor less regulation,

think writing longhand is necessary to a civilized society, believe obesity is a condition within each person's control and believe teens should be free to change their skin tone at will.

Often, when percentages are one-sided, as with the tanning salon Debate, it is the result of a blog campaign, Tweets and other social media. The only way to counter this is for the other side to get their "voters" motivated, echoing every Election Day.

From time to time, our members are

notably in sync, as they were with the February debate, "Is civility dead?" Sadly, a resounding majority feel it is indeed, but a large number of them, as expressed in Dialogue letters, also feel it can be resurrected, proving there is hope for civilization as we know it, or wish it to be.

Previous debates are online in the Connection archive ([www.costcoconnection.com](http://www.costcoconnection.com)). Be sure to cast your vote each month.

—Steve Fisher

## Here are the issues we looked at in 2010:

**January** Yes 24% ✓ No 76%  
**Should tanning salons be off-limits for teenagers?**  
**Yes** David M. Pariser, M.D., president of the American Academy of Dermatology  
**No** Dan Humiston, president of the Indoor Tanning Association

**February** ✓ Yes 84% No 16%  
**Is civility dead?**  
**Yes** P.M. Forni, founder, Civility Initiative at Johns Hopkins and author of *The Civility Solution: What to Do When People Are Rude*  
**No** Peter Post, director of The Emily Post Institute

**March** Yes 18% ✓ No 82%  
**Should air travelers be required to undergo whole-body security scanning?**  
**Yes** Adrian Moore, vice president of research at the Reason Foundation  
**No** Marc Rotenberg, president of the Electronic Privacy Information Center

**April** Yes 23% ✓ No 77%  
**Is obesity a disease?**  
**Yes** Scott Kahan, M.D., co-director of the George Washington University Weight Management Center and faculty at Johns Hopkins  
**No** J. Justin Wilson, senior research analyst at the Center for Consumer Freedom

**May** Yes 34% ✓ No 66%  
**Should judges be elected?**  
**Yes** Chris W. Bonneau, associate professor of political science, University of Pittsburgh  
**No** Rebecca Love Louris, former Colorado Supreme Court justice

**June** Yes 17% ✓ No 83%  
**Should wild animals be used for our entertainment?**  
**Yes** Jack Hanna, host, *Jack Hanna's Into the Wild*  
**No** Elliot M. Katz, president and founder of In Defense of Animals

**July** Yes 41% ✓ No 59%  
**Should it be harder to filibuster?**  
**Yes** Senator Tom Harkin, D-Iowa  
**No** Senator Lindsey Graham, R-South Carolina

**August** Yes 40% ✓ No 60%  
**Is traffic photo enforcement a good idea?**  
**Yes** Anne McCartt, senior vice president for research, Insurance Institute for Highway Safety  
**No** James Baxter, president, National Motorists Association

**September** ✓ Yes 89% No 11%  
**Should students still be taught cursive writing?**  
**Yes** Todd Misura, Write Here Right Now, Inc.  
**No** Melissa Shepard, principal of Sue Reynolds Elementary School in Augusta, Georgia

**October** Yes 29% ✓ No 71%  
**Should the government raise the retirement age?**  
**Yes** Alicia H. Munnell, director, Center for Retirement Research at Boston College  
**No** Richard L. Trumka, president, AFL-CIO

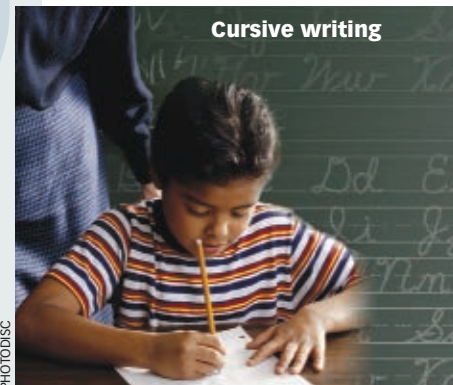
**November** ✓ Yes 94% No 6%  
**Should the sponsors of political ads be identified?**  
**Yes** Fred Wertheimer, president, Democracy 21  
**No** John Samples, director, Cato Institute's Center for Representative Government

**December** ✓ Yes 54% No 46%  
**Is it ever OK to walk away from an "upside-down" mortgage?**  
**Yes** Brent T. White, associate professor, James E. Rogers College of Law  
**No** Shari Olefson, partner, Fowler White Boggs law firm

You can reach us with your Debate comments and suggested questions by e-mail at [debate@costco.com](mailto:debate@costco.com); by fax at (425) 313-6718; or by mail at P.O. Box 34088, Seattle, WA 98124-1088.



BILL CARLSON



PHOTODISC



CAMERA: DIGITAL VISION/JUPITER IMAGES



# HAVE YOU TRIED

FIND AWARD-WINNING BEAUTY SECRETS, GREAT GROOMING GEAR AND OTHER POPULAR BRANDS AT YOUR LOCAL COSTCO WAREHOUSE.



Allow your true beauty to shine through.



Discover trusted products for amazing-looking skin.

# THIS YET?

## HAIR CARE



Spot products that deliver beautiful, manageable hair.

## ORAL CARE



Pick up the essentials for a beautiful smile.

## GROOMING



Get the incredible performance you're looking for.





TRADITIONAL HAS EVOLVED™

# THE DEVORE COLLECTION



Accessories not included. Items sold separately.

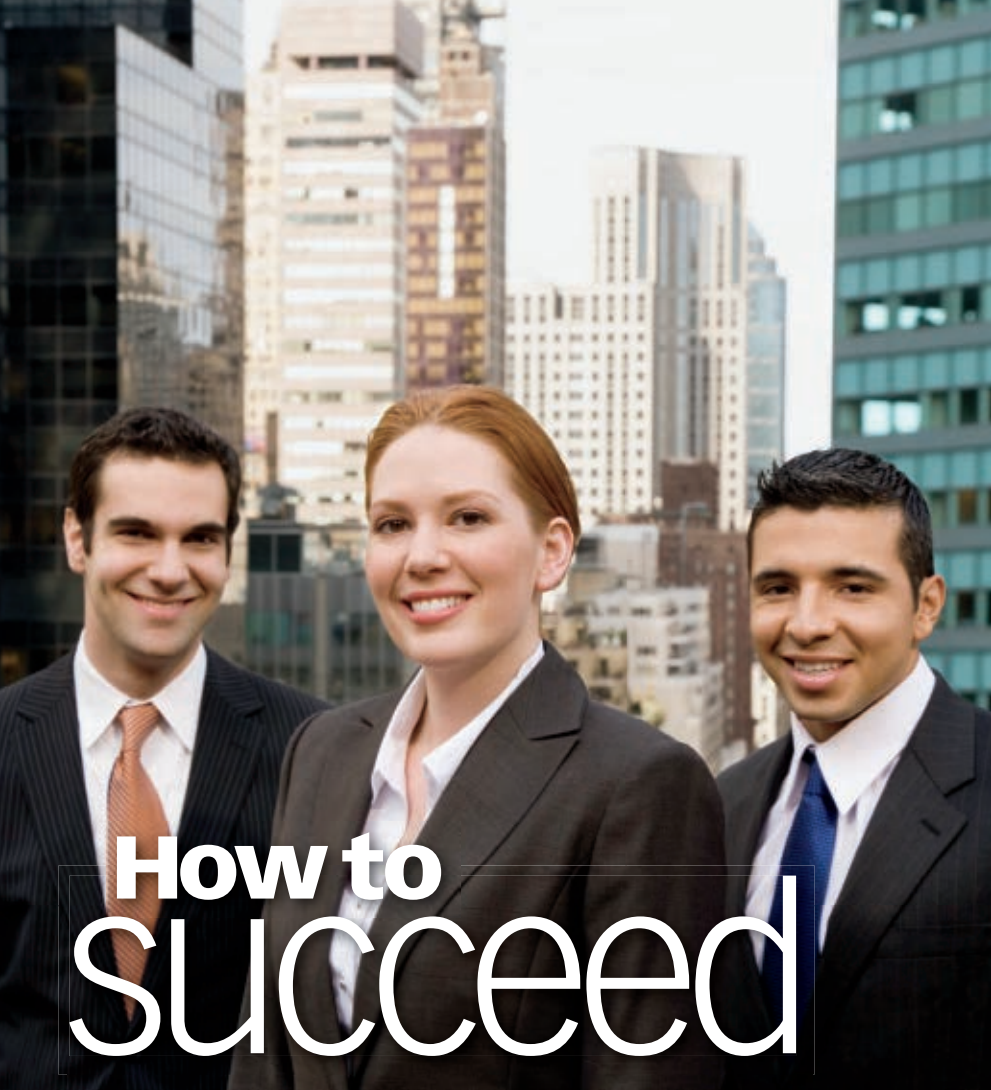
## Your office, *evolved.*

Smart features, easily accessible storage, versatility and style.

The DeVore Collection offers ample storage drawers and shelves • Flip-down pullout keyboard/storage drawer • Integrated Cable Pro® Advanced Cable Control™ • Letter- and legal-size file storage • Solid wood with cherry and birch veneer • Brushed nickel finished hardware

It's furniture you can depend on as much as you can admire.

**Desk - ITM. / ART. #490957 | File Cabinet - ITM. / ART. #547613 | Bookcase - ITM. / ART. #490964**



# How to Succeed

THINKSTOCK IMAGES

## The secrets behind goal setting and achievement

By Anita Thompson

HAVE YOU EVER wondered why some projects you undertake feel like exciting challenges and others are just a slog? Why have you managed to be successful in your profession, for example, but you still can't quit smoking?

Costco member Heidi Grant Halvorson wondered the same thing. Halvorson, an assistant professor at Lehigh University, with a Ph.D. in social psychology, was obviously successful in her chosen field, but still struggled with parts of her personal life. "I was curious about motivation," she tells *The Connection* by phone from her home in Pennsylvania. While an undergrad, she relates, she could resist going to a party with her friends the night before an exam, but somehow couldn't say no to a doughnut.

So she set out to learn why. Her studies led her to various scientific journals, where she unearthed more than 40 years' worth of psychological studies on goal setting and achievement. She distilled these findings in her book *Succeed: How We Can Reach Our Goals* (Hudson Street Press, 2010). Not the ruminations of another motivational guru, *Succeed* is based on real data about hundreds and hundreds of real people. When you look at the results of experiments with that many people you get a very objective sense of what works, she explains.

### How we go wrong

So why do we fail at achieving our goals? A key reason, Halvorson says, is that people tend to blame their failures on the lack of some innate ability ("I'm just not good at sports/math/meeting people").

"We have this idea in this country that people are successful because they're born that way," she says. "That some people are born with more willpower, more intelligence, more grit or perseverance, and other people aren't. That's simply not true.

"Even very talented people, when you look at their lives, are often workaholics. It's always about effort, strategy and persistence."

Motivating children by telling them they

## What are your PATTERNS?

UNDERSTANDING HOW you look at things can be a big part of accomplishing your goals, and allows you to modify how you approach the type of challenge you're facing. In her book *Succeed*, Heidi Grant Halvorson explores these questions.

### How do you think about the things you do?

Concrete thinkers view their behavior in terms of *what* they are doing, the "nitty-gritty of getting from point A to point B"; abstract thinkers [think] in terms of *why* they are doing something. The different approaches work better for different types of goals.

### Are you as smart as you're ever going to be?

Some people believe that "smartness" is something you are more or less born with, is largely genetic and stays pretty much constant throughout adulthood. Others believe that smartness develops over time through experience and learning, and that anyone can get more of it if they apply themselves. If you believe the latter, challenges aren't threatening, they're opportunities. Mistakes don't mean you're stupid, they help you learn.

### What motivates you: being good at something or getting better?

The desire to be good, to show that you are smart, talented or capable or to outperform others, is known as performance orientation. For example, you'd want to get an A on a test.

The desire to get better, to develop or enhance your skills and abilities, is a mastery goal. You look at goals in terms of the progress you're making. Getting better is almost always preferable to being good when it comes to goal setting.

### Are you promotion- or prevention-focused in terms of goals?

Promotion-focused goals are about achievement and accomplishment. Prevention-focused goals can be thought about in terms of safety and avoiding danger—something you feel you *ought* to do. Promotion goals are about maximizing gains; prevention goals are about minimizing loss. You can choose the right strategies to approach your goal when you understand your focus.—AT



are smart is basically not smart, Halvorson says. "It would seem to be a really wonderful compliment. But it's a terrible idea in isolation. Instead one should praise their effort and persistence. These are the qualities that really lead to success."

Another reason people use to explain failure is that they didn't know what to do.

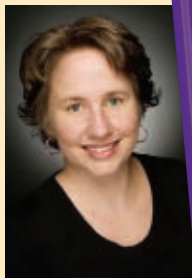
"It's almost never true," Halvorson says. "If you want to lose weight, you know what you have to do. If you want to get along better with your spouse, you know what you need to do."

What happens is that we don't take the time to really think through what we need to do, what steps we have to take. "We think, 'I'll use my willpower. I'll just resist temptation.' That's a horrible strategy. It's doomed for failure," Halvorson says.

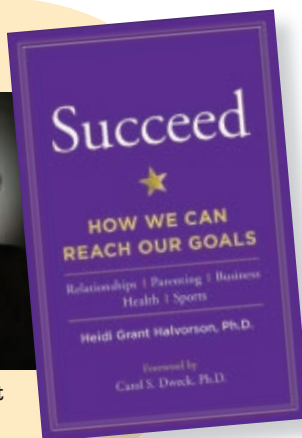
Say your goal is to exercise more. You need to define when and how and where you're going to do that.

Because our goals are often not really spelled out in detail, we miss opportunities to

THOMAS KOSA



**Heidi Grant Halvorson**



act on them. We get too busy and then find that several days have passed without us taking any action toward our goals.

### Getting it right

The studies show that it isn't that hard to break these patterns and build up your "self-control muscle," Halvorson says. She says one solution is to use "if-then" planning, and explains how she used it to conquer her own struggle with losing her "baby weight."

Halvorson says she hates to exercise and "will hate it forever." In the past she would

promise herself to work out three times a week, but kept putting it off.

Finally, she says, "I came to terms with the fact that my willpower was just not going to be up to the task of keeping me from impulsively eating or making good decisions. So I started using if-then plans. If it is Monday, Wednesday or Friday at 9 o'clock, then I'm going to work out. If I'm hungry, then I'm going to have a vegetable. And it was remarkable." (She's lost 50 pounds in a year.)

Halvorson exudes enthusiasm not only for her own accomplishment, but for the opportunity to share what she calls a "secret stash of knowledge to help people figure out what they're doing wrong, and what they're doing right." If-then planning and the other solutions discussed in the book make an enormous difference, she continues, and "it's so simple you almost think it isn't going to work, but it does. It's not just me saying this; thousands of people [have used these strategies] in all kinds of scenarios, and it worked for them.

The bottom line, Halvorson says, "You absolutely can be more successful in reaching the goals in every area of your life." ☐

## Connecting

*Succeed* is not sold at Costco, but is available at many independent bookstores.

PLACES TO GO. PRICES YOU'LL LOVE.



QUALITY | VALUE | EXPERIENCE | WOW!

## A deal just for Costco members.

Costco members always save with Budget, including these valuable discounts and benefits:



- Save up to 20% off every rental with **BCD # W852800**
- Get \$30 off a weekly rental with **coupon # MUGZ029**
- Rent a *where2*® GPS at a Costco member-only rate of \$8.99 per day
- Additional driver fees are waived for Costco members
- 100% smoke-free fleet

*where2*® is an optional service and is subject to availability at select locations for an additional fee.

*where2*® GPS Costco member-only rate of \$8.99 per day and the waiver of the additional driver fee are valid at participating locations in the U.S. only.

**Terms and Conditions:** Coupon valid on a compact (group B) or above car group, excluding specialty vehicles (groups S and X). Dollars off applies to the time and mileage charges only on a minimum five-consecutive-day rental period including a Saturday night keep. Taxes, concession recovery fees, vehicle license recovery fee, customer facility charges (\$10/contract in CA) may apply and are extra. Optional products such as LDW (\$29.99/day or less) and refueling are extra. One coupon per rental. **An advance reservation is required.** May not be used in conjunction with any other coupon, promotion or offer except your Costco member discount. Renter must show proof of membership at time of rental. Coupon valid at participating Budget locations in the contiguous U.S. and Canada. Offer subject to vehicle availability at time of reservation and may not be available on some rates at some times. For reservations made on **Costco.com**, dollars off will be applied at time of rental. Renter and additional driver (if applicable) must meet Budget age, driver and credit requirements. Minimum age may vary by location. An additional daily surcharge may apply for renters under 25 years old. **Rental must begin by 6/30/11.**

Budget features Ford and Lincoln Mercury vehicles. ©2010 Budget Rent A Car System, Inc. A global system of corporate and licensee-owned locations.

19603

Any unused portion(s) of inclusions are nontransferable, nonrefundable and not redeemable for cash. Travel purchases are not included in the Executive Membership 2% Reward program. Seasonal surcharges, availability, blackout dates and restrictions may apply. Cancellation and change fees may apply. All prices are in U. S. dollars. Costco Travel disclaims liability for any inaccuracies or typographical errors. **Costco Travel is registered as a seller of travel in each of the states listed: California registration number: CST 2054248-50 · Florida registration number: ST 32555 · Hawaii registration number: TAR 5595 · Iowa registration number: TA 620 · Nevada Seller of Travel registration number: 2007-0060 · Washington registration number: WST 602042600. Registration as a California Seller of Travel does not constitute approval by the state.**

11TR0302 10/10

1-877-849-2730 | Costco.com

SMILE. **SANDISK®** MAKES IT EASY  
TO CAPTURE AND SHARE PRECIOUS MEMORIES



**\$7 off\***

**4 GB\* SanDisk Ultra® SDHC™  
Memory Card 2-Pack**

- Perfect for adding extra capacity to your new camera or camcorder
- High performance – upload your photos & video to your computer faster
- Ideal for high-megapixel cameras

Item #344977



**\$11 off\***

**8 GB SanDisk Ultra® SDHC™  
Memory Card 2-Pack**

- 8 GB: This year store even more photos & video on your new camera or camcorder!
- High performance – upload your photos & video to your computer faster
- Ideal for high-megapixel cameras

Item #433222



**\$9 off\***

**4 GB SanDisk® Cruzer®  
USB Flash Drive 3-Pack**

- Ideal for the entire family's needs this new year
- Store, transfer & share your holiday videos, music, photos, data & more
- Reliable & easy to use – transfer your holiday memories with confidence

Item #424950



**\$7 off\***

**16 GB SanDisk® Cruzer®  
USB Flash Drive**

- High-capacity 16 GB USB flash drive for your everyday files & multimedia needs
- Store, transfer & share your holiday videos, music, photos, data & more on the go
- Reliable & easy to use – transfer your holiday memories with confidence

Item #484442



**\$5 off\***

**8 GB SanDisk® microSDHC™ Mobile  
Memory Card with Adapter**

- Turn your mobile phone into a portable entertainment center!
- Store & listen to more of your favorite music, along with photos & videos of special holiday moments & events
- Easily transfer your photos, video & music to your computer using the card adapter

Item #314285



**JUST ADD SANDISK®**  
**OFFERS VALID JANUARY 1  
THROUGH JANUARY 31, 2011**

**SanDisk®**

the global leader in flash memory cards

© 2011 SanDisk Corporation. All rights reserved. SanDisk, the SanDisk logo, Cruzer and SanDisk Ultra are trademarks of SanDisk Corporation, registered in the United States and other countries. The microSDHC and SDHC marks and logos are trademarks of SD-3C, LLC. Other brand names mentioned herein are for identification purposes only and may be trademarks of their respective holder(s). \*1 gigabyte (GB) = 1 billion bytes. Some capacity not available for data storage. Offer good only at Costco, in-store and online. Subject to availability; no substitution. \*Offers valid from January 1 through January 31, 2011. Subject to availability.

WAREHOUSE/COSTCO.COM

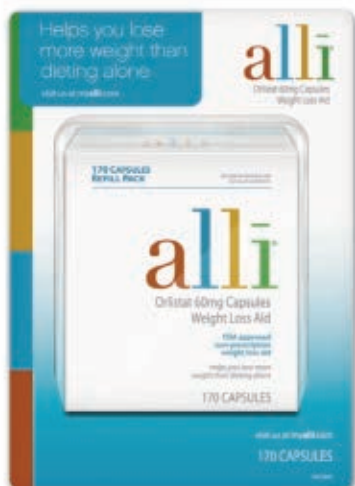


# We're ready, are you?

Real Costco Members. Real Weight-Loss Stories.

my  
alli<sup>®</sup>  
story

Costco members just like you are getting with the program in 2011—the alli<sup>®</sup> weight-loss program. Throughout the year, look for the “my alli story” logo to **follow their weight-loss stories** as they unfold. With help from alli, they're hoping 2011 will be the year they finally lose the weight for good. And who knows, their success might just inspire you to **start an alli story of your own!**



Susan Clark

Atascadero, CA; member since 2004

Thanks to alli and a new exercise regime that started with slow, gradual steps, I've lost most of my pregnancy weight, but the last 15 pounds are the hardest. I'm determined to set a good example for my children. For inspiration on how you can do it too, look for my full story on Costco.com.

By blocking 25% of the fat you eat, alli can help you drop 1 extra pound for every 2 you lose.\* It's FDA approved, safe and effective. Plus, with the alli community, you'll have access to a free personalized online support plan.

## Mike McKeen

Woodland, CA; member since 2008

I have been at least 100 pounds overweight since I was 30 years old. I am concerned about my health, so I decided the time to lose weight is now. I am a father of four and I want to live long enough to be able to enjoy spending time with my children and hopefully, someday, grandchildren.

I recently started alli and I have already lost 23 pounds. I know there will be ups and downs on my journey and I need all the support I can get. I've learned that without the support, you set yourself up to fail. And I can't fail again; I need to do this for my health.

I get most of my groceries at Costco and love their Kirkland Signature™ brand. I found that as long as you have healthy foods on hand, it makes it so much easier to not give in to temptation. I don't know what the future holds, but right now I am determined to stay on track so I can achieve my goal.



# alli

**Boost your weight loss.  
Begin your own story.**

Find out more at [myalli.com/Costco](http://myalli.com/Costco)



## Debbie Ruggeri

Waterloo, IL; member since 2002



I work in the public sector and my job is very social. Six years ago, when I started, I was a confident size 12; now I am a 2X. I realized I've started avoiding work events that get press coverage because I don't want to see my picture in the paper. I am so embarrassed about how out of control I've become and worry that people don't take me seriously.

I have tasted, smelled and reveled in professional success. I want to feel that personally now, with myself. I need my health and my self-control back. **I'm looking forward to having alli help me regain some of my old confidence, just as much as losing the weight.**

## April Blais

Atwater, CA; member since 1994

"For work I spend a lot of time sitting and eating on the go. It makes it hard to make good choices. alli helps give me that edge to lose more weight by encouraging me to eat healthy foods."

## Heather Garman

Everett, WA; member since 2002

"For me, alli is a lifestyle change, not a diet. It is easy to follow, even when I'm away from home. I have lost about 10 pounds so far and I don't feel like I've had to sacrifice too much."



## Natalie Evernham

Helena, MT; member since 1997

I've had a weight problem all of my life. I was on every diet and yo-yo'd up and down because it was always too drastic a change all at once. It wasn't until I had my second child that I knew I had to do something.

I started making small changes to my diet and the weight started coming off. It felt so good. I also started walking. I was so out of shape that I couldn't even walk a mile at first, but I stuck with it and eventually built up my endurance.



I find that when I don't work out, the weight comes right back. The closer I get to my goal, the harder it is to lose the weight. **I'm ready to get started with alli to help me lose those last 30 pounds for good.**

Featured members are provided alli product, retail value of \$70, online community support and alli behavioral support as part of their participation in this program. In clinical studies, most people lose 5 to 10 pounds over six months with alli. Featured stories have not been independently validated by either GlaxoSmithKline or Costco.\*alli plus a reduced-calorie low-fat diet. alli is for overweight adults. Read and follow the alli label. Results may vary. alli is safe when used as directed. ©2010 GlaxoSmithKline



PAID ADVERTISEMENT

## Are You Getting Enough Vitamins in Your Diet?

Generally, the best way to ensure you get the vitamins and minerals your body needs is through a balanced diet, but that is not always possible. More than 150 million Americans take vitamins and dietary supplements to fill nutritional gaps in their diet – a 31 percent increase since 2005. With increased use of these products comes an increased need for education on proper usage.

That's why Nature Made, the number-one-selling brand of vitamins, minerals and supplements, has partnered with FamilyDoctor.org through the American Academy of Family Physicians (AAFP) Consumer Alliance Program. The partnership is designed to help inform consumers and health-care professionals about advances in science, nutrition and best practices for good health and a balanced lifestyle.

One of the ways the partnership is reaching this goal is by offering new information on FamilyDoctor.org, an award-winning website that helps consumers stay informed and engaged in their own healthcare management, while reinforcing the importance of seeking health advice from a family physician.

The website's "Healthy Living" section offers credible, physician-reviewed information on many health and wellness topics, including:

- Understanding Dietary Facts:  
What's Good and What's Bad
- Choosing Nutrient-Rich Foods
- Antioxidants
- Cholesterol:  
Lifestyle Changes to Improve Your Health
- Vitamins and Minerals:  
How to Get What You Need

While FamilyDoctor.org does not endorse any specific brand, product or service, the Consumer Alliance Program is an opportunity for companies like Nature Made to work with a leading medical association on a variety of initiatives, which includes general underwriting support for the development of reliable and trusted physician-reviewed information on FamilyDoctor.org.

"We know that many of our patients use vitamins and supplements," said AAFP executive vice president and chief executive officer Douglas E. Henley. "As family physicians, it is important that we counsel our patients on how to use these products properly, what vitamins and minerals they might not be getting enough of in their diet, and recommend appropriate dosages to resolve those deficiencies if they exist. It is also important to remind them that taking supplements does not replace the need to eat a healthy diet."

To learn more about vitamins, minerals and general nutrition, please visit [FamilyDoctor.org/healthyliving](http://FamilyDoctor.org/healthyliving).

Proud Partner of

 FamilyDoctor.org



WAREHOUSE/COSTCO.COM





PROFESSIONAL CARE<sup>®</sup>  
ADVANTAGE

# POWER YOUR WAY WITH UP TO **7X** BETTER PLAQUE REDUCTION.\*

USE ORAL-B PROFESSIONAL CARE<sup>®</sup> WITH CREST<sup>®</sup>  
PRO-HEALTH<sup>®</sup> TOOTHPASTE & MULTI-PROTECTION RINSE.

\*On teeth with regular use vs. a regular manual brush and regular anticavity toothpaste.  
Item #607391 contains 2 handles, 2 Precision Clean brush heads, 2 charging units,  
2 Crest Pro-Health toothpaste 0.85 oz., and 2 Crest Pro-Health rinse 36mL.

©2011 P&G

WAREHOUSE/COSTCO.COM



Celebrating 40 years of Quality

# Nature Made<sup>®</sup>

America's #1 Supplement Brand\*



\*#1 Supplement brand in Food, Drug, Mass, Costco

†These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

WAREHOUSE/COSTCO.COM



JD Roth, left, and Todd Nelson on *The Biggest Loser* set.

## member profile

**Name:** Todd Nelson and JD Roth  
**Company:** 3 Ball Productions  
**Address:** 3650 Redondo Beach Ave.  
Redondo Beach, CA 90278  
**Contact:** (424) 236-7500  
**Website:** [www.3BallProductions.com](http://www.3BallProductions.com)  
**Employees:** 200

**Comments about Costco:**  
The company uses Costco for business supplies and food. Also, Nelson and Roth say they stock their shelves at home with products from Costco. "The apple pie will send you down the street talking about it," says Roth. "You can't make one better." Adds Nelson, "And there's the addiction of going in there and seeing what's new."

JERRY AVENAIM



# By Tim Talevich

# From losers to winners

## Some real-life lessons from reality TV

JD ROTH AND TODD NELSON know a few things about transformations. Through nearly 40 TV reality shows they've produced since 2001 with their company, 3 Ball Productions—including the hit *The Biggest Loser*, which starts its 11th season on NBC this month—they've told the stories of people who have somehow found themselves off the track in life, yet tapped an inner strength to change.

In *The Pickup Artist*, it was the lonely 20-something, too painfully shy to ask anyone out. In *I Used to Be Fat*, it was the overweight high school senior, hoping to lose 100 pounds over the summer before a fresh start at college. In *The Big 4-0*, it was the guy approaching 40, wondering whether middle age is too late to reach dreams.

And you probably know the storyline for their biggest hit, *The Biggest Loser*: Whoever loses the biggest percentage of body weight wins \$250,000.

It's all reality TV, but in these stories we all can find real-life lessons—and that's the point, say Roth and Nelson (see "Dynamic duo" on next page). They pursue storylines that are meant to motivate audiences, not just reward contestants.

"If you look at all of our shows, the common theme in every show we've ever done is transformation," Roth tells *The Connection*, during a recent visit at *The Biggest Loser* ranch outside Los Angeles. "And it's for a reason, because that's what we're passionate about. *The Biggest Loser* is a motivator. And any motivation you have to change—the Groundhog Day of your life—is good. We all get up and shower and dress and get the kids

ready and, *whoosh*, the clock passes and it's time to go to bed. And what wakes you up? I think what wakes you up is being inspired and having hope and change in your life."

### Here are a few Loser lessons, in time for your own New Year's resolutions.

One *Biggest Loser* contestant a few seasons back was a Vietnam vet who had injured his knees and over time had put on a lot of weight—a couple hundred pounds. He told Roth and Nelson that even though he desperately wanted to lose weight, there were subtle, underlying forces not to. "Most people are like a picture in a frame, never changing," he said. "You get comfortable with that picture, because it's always the same."

"These people have been getting the crap beaten out of them for so many years," says Roth. "Failure becomes familiar and comfortable for them. It's 'I told you I couldn't get that job,' or 'I told you I couldn't be that guy.' You teach them how to start punching back, and they realize it feels so much better to hit than be hit. And that changes their lives."

**Lesson 1:** Check the picture in your frame. You can change it.



In interviewing potential contestants for *The Biggest Loser*, Roth and Nelson met with an 18-year-old who weighed 450 pounds. "The kid was just 18 and weighed four-fifty. Four-fifty!" Roth sighs. "He couldn't close his hands all the way to make a fist because he was so fat. Todd and I were honest with him and told him we didn't think we could help. And if we couldn't, I don't think anybody could. He said, 'I can do it; I can do it. I'll do anything. Anything. Just tell me.'"

They gave in: "Fine. Go out the door, walk down the 20 flights of stairs to the hotel's ground floor, walk back up, and maybe we'll believe you."

"After about 15 minutes I got worried and went to look for him," says Roth. "I found him on floor nine on his way back up, huffing and puffing and spitting and sweating. He made it back into the room, and the place erupted in applause." They selected him, and he went on to appear in two seasons of the show, losing 250 pounds.

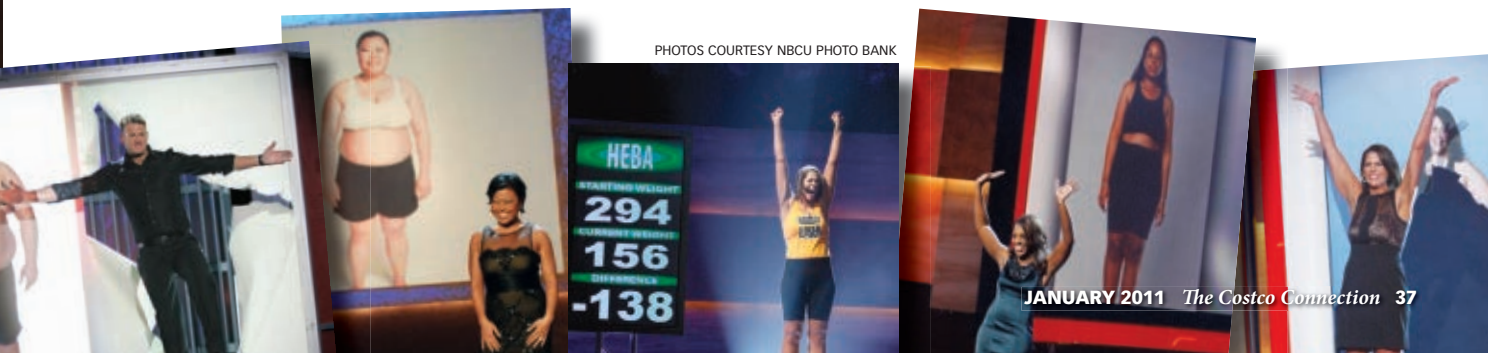
"The passion is everything," Roth says, when talking about how *Biggest Loser* contestants are chosen, "and you can see passion in somebody's eyes."

**Lesson 2:** Passion is the key to reaching your goals.



One recent *Biggest Loser* contestant injured his feet and couldn't get on the treadmill or do the workouts—a dire predicament if you're trying to burn 8,000 calories in a day. So he lay on his bed and punched the air for seven hours to reach his goal. That was quite an achievement in itself, but the contestant was more proud of something else. It was the first time he had worked out when the cam-

PHOTOS COURTESY NBCU PHOTO BANK





# Dynamic duo

eras weren't on him. He realized that the drive to become the person he wanted to be had to come from within.

"We woke up the beast inside this guy in one day," Roth says. "He knew in his heart that he gave up when people weren't looking. Again, the power of the mind."

**Lesson 3:** *The most powerful motivation comes from within.*



In another season, one of the exercise bikes in *The Biggest Loser* went missing. After filming ended and the contestants went home, the bike was discovered in one woman's closet. Later, she confessed to taking the bike.

"She told us that she just wanted to get in additional workouts at night," Roth says. "That's an hour or more, after working out during the day for seven hours. Her biggest fear was going home a failure."

**Lesson 4:** *Go an extra step further to reach your goals.*



Roth and Nelson created *I Used to Be Fat*, now appearing on MTV, after meeting a high school senior who had skipped his senior prom because he was too fat. "There are about 100 days between high school prom night and the first day of college," says Roth. "What if, we wondered, somebody could lose 100 pounds over the summer, arriving at college with a clean slate, a whole new person, where nobody knew you as 'the fat kid'?"

The show's first contestant weighed in at 320 pounds. He ended up losing 87 pounds over the summer. Roth and Nelson couldn't believe the transformation. "You should have seen him at the end: Handsome, well dressed, we got him a nice haircut," Roth recalls. "A whole new sense of confidence for him," adds Nelson. "Life-changing."

**Lesson 5:** *A milestone can be a good motivation to change.*



The programs that Roth and Nelson create are often uncomfortable to watch. For example, *What's Eating You*, produced for E!, follows people with severe eating disorders, intimately documenting their daily struggles. Is this something that should be on TV? Yes, the producers say, because these shows portray the amazing resilience that people can tap when their backs are truly against the wall.

**COSTCO MEMBERS** JD Roth and Todd Nelson met in 1990, when they worked together producing a live version of a syndicated kids' TV show, *Fun House*. Roth, a former child actor in TV commercials and shows, hosted the program, while Nelson served as tour manager. In 2001, they founded 3 Ball Productions to take a shot at creating their own reality TV shows.

Nelson had just been offered a production job on CBS's *Survivor*, one of the first hits in the growing genre of reality TV. But having a heart-to-heart with Roth, who had teamed with him on several other successful projects, he decided not to go. Instead, the two launched their own company, 3 Ball Productions, which now has 200 employees, its own state-of-the-art production center and some 40 shows to its credit.

Inspirations for their shows strike at any moment and place, like out on their surfboards. One program, NBC's *Age of Love*, was inspired by an innocent dinner-

party conversation about romance between older women and younger men. They also get plenty of pitches, and sometimes a new show stems from something that arises during the filming of a series. That's the case of *Extreme Makeover: Weight Loss Edition* for ABC, an offshoot of *The Biggest Loser*. Set to premiere in March, it follows extremely overweight participants over the course of an entire year.

Over two decades, Roth and Nelson have become adept at translating those ideas into TV shows—and profits. Their company has created some 730 hours of TV programming, attracting 31.5 million viewers. It helps that after all these years Roth, 42, and Nelson, 43, remain best friends as well as business partners.

"He's the brother I never had," says Roth. "Same here," Nelson replies. They live with their families just a few doors from each other in the beachside community of Manhattan Beach, California. Incidentally, it's Roth's voice you hear in the introduction for *The Biggest Loser* each week.—TT

That's not to say happy endings are guaranteed on TV. Most *Biggest Loser* contestants maintain a significant weight loss in the years after being on the show, Roth says. But in other shows, such as *The OCD Project* on VH1, which looks at people with obsessive-compulsive disorders, success is harder to track. Simply put, some people leave these shows with the same baggage they had upon arrival.

But that's reality—on TV and in life, Roth says. Failures and setbacks show just how painful and difficult change can be. And it usually requires a breakdown before it can start.

"All the double-digit weight-loss weeks on this show always come after self-discovery," Roth says, looking around the *Biggest Loser* set. "You have to have an emotional breakthrough. Tears actually weigh more than fat that's on your body. After the tears fall, the fat falls off with them."

**Lesson 6:** *Breakthroughs are often painful, but necessary.*



Is all of this enough to inspire ordinary people to change their lives? Roth and Nelson acknowledge that contestants on their shows benefit from a "pixie dust" that very few others can enjoy: the TV cameras that keep contestants going—and, in the case of *The Biggest Loser*, a \$250,000 prize. Still, there are nuggets of wisdom for the people in the audience.

"It's believing that you can do it," Roth says, when asked what he sees as the key to success for the people (1,000 and counting) who have appeared in 3 Ball's shows. "And it's showing up. Ninety percent of it is just showing up—being open to change, and being ready to take over and take charge."

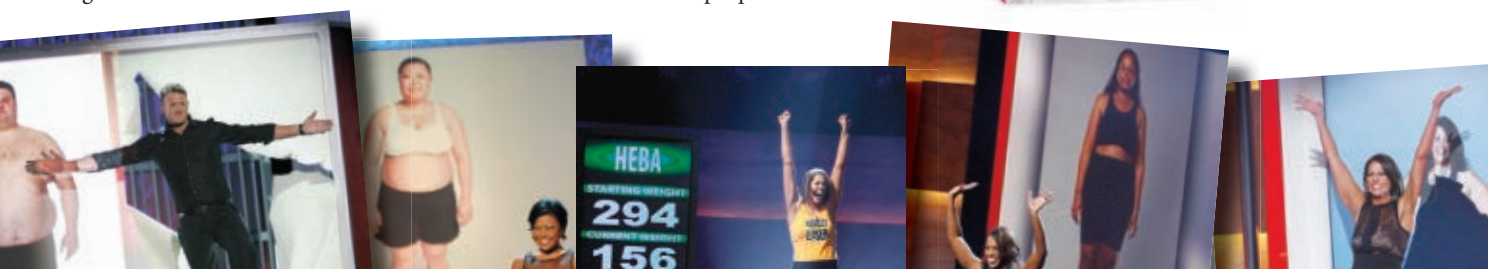
"If you're saying how can I do it at home, I say what's more important: the next 30 days of your job, or your life? We just had a guy on *The Biggest Loser* who was on 16 different medications and five insulin shots a day. In 30 days, he was off all of it, including the insulin. Is your life worth that?"

"You need to focus on one thing: you," Roth concludes. "When you can put your focus to one thing anytime in life, it usually comes out pretty good." ☐

## The Costco Connection

Costco features an assortment of *The Biggest Loser* cookbooks in the warehouses, includ-

ing *The Biggest Loser Cookbook*, *The Biggest Loser Family Cookbook* and the new *The Biggest Loser Dessert Cookbook*.





**EXTRA *Polar Ice***  
**AN AVALANCHE  
OF FLAVOR**

*icy mint flavor in a 5-calorie stick*

**Look for other Extra® gum flavors,  
including Spearmint and Peppermint,  
at Costco today.**

Selection may vary by location.





## Lens care inspired by the biology of your eyes™

Biotrue™ goes beyond cleaning. It matches the pH of healthy tears and is the only\* solution with the same lubricant found naturally in your eye. Visit [biotrue.com](http://biotrue.com) today.

### Questions about your eye health?

Visit the independent doctor of optometry located in or near your **Costco Optical** department today.



\*U.S. multipurpose solutions only. © 2010 Bausch & Lomb Incorporated. ®/™ denote trademarks of Bausch & Lomb Incorporated. All other product/brand names are trademarks of their respective owners. PNS05331 HL4835-4

**WAREHOUSE/COSTCO.COM**

## The proven allergy relief of ZYRTEC®, Plus a Powerful Decongestant



12-hour relief of:

- ☒ **Allergies**
- ☒ **Nasal Congestion**

Use only  
as directed.

## Find Relief At The Pharmacy Counter



# Taking your breath away

## Sleep apnea can hurt more than a night's sleep

MEDIA BAKERY

### Learn more

COMMON SYMPTOMS  
of sleep apnea:

- Daytime sleepiness (hypersomnia)
- Headaches
- Reflux
- Brain fog
- Memory problems
- Weight gain

If you think you have symptoms of sleep apnea or you think your bed partner does, see your primary-care physician. Other things can make you feel tired besides sleep apnea, so it's important to have a good checkup.

For more information, visit the National Sleep Foundation at [www.sleepfoundation.org](http://www.sleepfoundation.org) and the American Sleep Apnea Association at [www.sleepapnea.org](http://www.sleepapnea.org).

By **Chrystle Fiedler**

TEN YEARS AGO Paul Vachon was finding it hard to stay awake during the day. "I was working as a menswear salesman and a delivery person for the *Detroit Free Press*, and I often nodded off during meetings at work," says Costco member Vachon, now 51, of Oak Park, Michigan. "It was really embarrassing." Not knowing what was causing it, he spoke to his internist, who referred him to a pulmonary specialist, who scheduled a sleep study. The diagnosis? Sleep apnea.

Vachon is among approximately 12 million people in the United States who have sleep apnea.

Obstructive sleep apnea (apnea means "without breath" in Greek) happens when the soft tissue in the rear of the throat collapses and closes during sleep, blocking off the airway.

"Obstructive sleep apnea [OSA] is a disorder where you actually stop breathing at least 30 times an hour while you are sleeping," says Bernie Miller, a registered supervisor at the Mayo Clinic Hospital Sleep Disorders Center in Phoenix, Arizona. "This means that your sleep becomes very fragmented. It's not restful or restorative."

One of the biggest clues to whether you have OSA is if you are consistently sleepy during the day (hypersomnia) or if you snore. Risk factors include being a man, being overweight (although thin people have it too) and being 40 or older, but anyone can get it, at any age.

### How sleep apnea affects your health

Sleep apnea can have a profound effect on your health and well-being, causing everything from

memory problems to weight gain to headaches. It may even impair your ability to work or drive. Even worse, those with sleep apnea have approximately a five times greater risk of heart attack and stroke than everyone else, says Miller. In fact, research conducted at the Mayo Clinic and published in the *Journal of the American College of Cardiology* in July 2009 showed that patients with obstructive sleep apnea were six times more likely to have had a heart attack between midnight and 6 a.m. than during the rest of the day.

Sleep apnea also boosts the risk of high blood pressure. A study conducted at the Johns Hopkins School of Public Health and published in the April 2000 issue of the *Journal of the American Medical Association* showed that those who suffered from moderate to severe sleep apnea were at increased risk of having hypertension.

### Identifying the problem

Even though you may have sleep apnea, chances are good you don't know it. Often, it's the spouse or bed partner who realizes there is a problem. "My wife complained for years about my extremely loud snoring," says Vachon. (Snoring actually irritates the airway and causes inflammation, which makes sleep

### The Costco Connection

Costco and Costco.com carry nasal strips, over-the-counter and prescription sleep aids, and a variety of specialty mattresses and pillows to help you rest.



apnea worse.) Husbands complain too. "Women can have sleep apnea, especially if they are post-menopausal and not taking hormones, are pregnant in their last trimester or have had a nose job," says Joyce Walsleben, associate professor of medicine at the New York University School of Medicine, author of *A Woman's Guide to Sleep* (Three Rivers Press, 2001) and a Costco member. "But many women don't know they snore. Either they sleep alone or their husbands don't tell them."

Either way, once you realize there is a problem, it's time to go see your primary-care physician. Tell him or her exactly what your symptoms are and how you are feeling. Ask to be referred to a sleep-disorder physician (if you can, choose one who is board certified by the American Academy of Sleep Medicine). A sleep study either in the lab or at home (in-home testing was recently approved by Medicare) can confirm the diagnosis of sleep apnea.

### Treatment options

**Nasal strips** decrease nasal airway resistance by a small degree, which is why some athletes wear them. But if you wear them and are still snoring, that's a sign you may have sleep apnea.

Once your diagnosis of sleep apnea is confirmed, there are a number of options for treatment.

For mild sleep apnea, a **dental jaw advancement appliance** can help, says Helene Emsellem, M.D, director of The Center for Sleep & Wake Disorders in Chevy Chase, Maryland, a spokesperson for the National Sleep Foundation and a Costco member. "It's custom-made to the patient's mouth and pulls the lower jaw forward to open the airway. This reduces the snoring and the apnea."

**Changing body position** can help to some degree. "Some people have worse apnea and snoring when they are lying on their backs rather than on their side," says Dr. Emsellem. "So you may be able to avoid the snoring problem if you [don't] sleep on your back." The classic approach is to sew a tennis ball into the back of a sleep shirt, which will wake you up every time you roll over.

In some cases **surgery** can be effective—for example, snoring can go away when children have their tonsils or adenoids taken out (yes, kids snore) or if adults have redundant tissue removed. "Everything gets saggy as we get older, including the tissue in your throat," says Walsleben. "Fat that collects in the throat and polyps in your nose also block the airway, making it more difficult to breathe." In general, though, surgery isn't effective in treating sleep apnea and is discouraged.

The best choice for most people is what is known as the **CPAP, or Continuous**

**Positive Airway Pressure**, machine. "It's definitely the best form of therapy," says Miller. "It blows air at a set pressure into your airway to splint it open." This is helpful because when you sleep, a different area of your brain takes control of the smooth muscle tissue in your airway.

"Airways get much floppier during sleep than they are during the day," says Miller. "That's why we are more prone to apnea. What you're really doing is sucking your own airway closed." A CPAP machine prevents this from happening.

While the comfort level of the device has improved a lot—for example, instead of a mask, you can wear nasal pillows, which fit on the outside of your nasal passages, or use an apparatus that covers only your nose—it still takes some getting used to. However, if you can sleep well, it's worth the lifestyle adjustment. "Once our patients wear it and feel better, you can't take it away from them," says Miller. "That's because it improves their quality of life so much."

Vachon has been using a CPAP machine for the past three years. "I have more stamina and no trouble staying awake during the day," he says. "It's made a tremendous difference in my life." [E]

Chrystle Fiedler writes about health topics for many national publications.

## Daily Immune Support for the Entire Family



### Work, School, Travel, Anywhere!

*BioGuard helps protect your body's immune system through an active probiotic supplement that provides a natural defense against immune imbalance in the mouth, the gateway to your health. BioGuard naturally defends and promotes ear, nose and throat health and healthy gums and fresh breath.\**



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

WAREHOUSE/COSTCO.COM

# Hey dry skin, I finally found real relief.

“ ”



People are talking about AmLactin®, a unique moisturizing body lotion that helps promote natural skin cell turnover through gentle exfoliation. Highly effective at intense hydration, AmLactin® gives real relief so skin stays smooth.

**Become an AmLactin® Believer.**

**AmLactin®**  
MOISTURIZING BODY LOTION

Serious care for softer skin™

Be sun smart—also use sunscreen.



# A HEALTHIER YOU STARTS HERE.

Join the 6.5 million people we've helped quit smoking.

## PICK YOUR PARTNER. PROVE IT TO YOURSELF.

If you want to use  
something once daily

pick the #1 doctor  
recommended OTC  
stop smoking treatment



If you want to relieve  
tough cravings fast

pick the mini  
lozenge. It dissolves  
up to 3x faster\*



Only available on Costco.com

pick the #1 doctor  
recommended stop  
smoking lozenge



If you want to reduce the  
anxiety that comes with quitting

pick the gum that doubles  
your chance of success\*\*



## FIND \$15 SAVINGS IN THE COSTCO COUPON BOOK.

Appearing in your mailbox this January.

\*than other stop smoking lozenges. Speed of dissolution does not imply speed of craving relief. \*\*vs. placebo. ©2010 GlaxoSmithKline Use as directed. Individual results may vary. Behavioral support program increases chance of success.

**WAREHOUSE/COSTCO.COM**

## Learn more

American Urological  
Association Foundation  
[www.knowyourstats.org](http://www.knowyourstats.org)  
[www.urologyhealth.org](http://www.urologyhealth.org)  
[www.auanet.org](http://www.auanet.org)

Prostate Cancer  
Foundation  
[www.pcf.org](http://www.pcf.org)

American  
Prostate Society  
[www.ameripros.org](http://www.ameripros.org)

National Prostate  
Cancer Coalition  
[www.fightprostatecancer.org](http://www.fightprostatecancer.org)

Cancer Information  
Network  
[www.cancerlinkusa/prostate](http://www.cancerlinkusa/prostate)

CancerGuide  
<http://cancerguide.org/prostate.html>

American  
Cancer Society  
[www.cancer.org/cancer/prostatecancer](http://www.cancer.org/cancer/prostatecancer)

National Cancer  
Institute  
[www.cancer.gov](http://www.cancer.gov)

■ Having a father or brother with prostate cancer doubles the risk of a man having prostate cancer, especially if a relative died from it and at a young age.

■ African-American men have a 60 percent higher incidence of prostate cancer than Caucasian Americans and are twice as likely to die from the disease.

■ Obesity increases the risk of advanced disease and dying from prostate cancer.—AP



VICTOR HOLT PHOTOGRAPHY

# Men vs. prostate cancer

## Why your best shot at beating it is early detection

By Angela Pirisi

IT'S NOT SOMETHING men like to talk about—their health. And they sure aren't comfortable discussing potential problems "down there." But in recent years there's been a push to bring prostate cancer out of the closet so as to get men to both talk about it and do something about it.

That's why NFL Hall of Famer Mike Haynes is on the offensive when it comes to raising prostate cancer awareness among men. He says, "I am living proof of the benefits of early detection. Thanks to a screening conducted by the American Urological Association [AUA] Foundation for retired players two years ago, my disease was caught early when it was most treatable." Now, as a prostate cancer survivor, he has teamed up with the AUA Foundation and the NFL to launch the "Know Your Stats" campaign to raise awareness and acquaint men with prostate cancer statistics.

While Haynes didn't know it at the time, he found out after his own diagnosis that one of his grandfathers had died of prostate cancer. That made him realize how vital it was to become proactive and get educated about the disease. "I never thought I could have prostate cancer," says Haynes. "Since I'd

Pro Football Hall of Fame player Mike Haynes (right) marks the introduction of the PROSTATE Act of 2010 at a Know Your Stats event on Capitol Hill with AUA Foundation president Dr. Datta G. Wagle (left) and Sen. Jon Tester (D-MT, center).

recently had a good physical, I thought I was in the all clear. Thanks in part to that [prostate-specific antigen, or PSA] test and the urologist that encouraged me to find out about my baseline PSA, my disease was caught early, when it was most treatable, and my kids still have their father."

### A needle in a haystack?

According to the Prostate Cancer Foundation (PCF), one in six men will be diagnosed with prostate cancer in their lifetime. Because prostate cancer is typically slow-growing, it's commonly believed that men will die of something else, maybe even old age, before it advances greatly. However, prostate cancer is nothing to ignore. It's the second most common cause of death from cancer among men, according to the American Cancer Society.

The size of a walnut, the prostate is a gland located below the bladder; it partially wraps around the urethra (the canal for urine flow) and produces fluid that is part of semen. Finding prostate cancer in its early stages can be challenging but worth the effort. Currently, a blood test is used for early screening and detection that measures prostate-specific antigen. The PSA test isn't perfect, but it's scoring big points all the same.

"There are non-life-threatening varieties of this disease, but there are some very aggressive types—like I had—and it's not just an old man's disease. Men are being diagnosed in their 40s and 50s," explains Dan Zenka, vice president of communications for

## The Costco Connection

Adult incontinence products and over-the-counter and prescription medications for prostate health are available in most Costco warehouses and on Costco.com.



# CoQ10

## Which one is BEST for me?

**Qunol  
Liquid CoQ10**

**Superior  
Absorption<sup>††</sup>**

**100% Water and  
Fat Soluble**

**Regular  
CoQ10<sup>††</sup>**

**Poor Absorption**

**Fat Soluble Only to a  
Very Limited Degree**

**With Qunol CoQ10,  
optimum blood levels of  
CoQ10 are reached in  
just weeks – not months  
like regular CoQ10.**

**100 mg | PHARMACEUTICAL GRADE  
CLINICAL STRENGTH**



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

†† Based on a CaCo-2 cell uptake study, Regular CoQ10 refers to powder filled capsules and tablets and oil suspension in softgels.

**WAREHOUSE ONLY**

the PCF. Asymptomatic, he was diagnosed with an aggressive tumor at age 51 as a part of a routine annual exam. He's currently classified as having Stage 4 disease.

Dr. Bryan Donnelly, a urologist and a clinical associate professor at the University of Calgary, tells how 35 to 40 years ago he used to watch most men with prostate cancer (PC) die. That's because there was no way to find cancer until it was symptomatic and advanced. "The PSA test changed all of that—we're diagnosing PC much earlier than we could before," he says. He mentions that up to 90 percent of men with prostate cancer would be diagnosed in the advanced stages, when the disease had spread to other parts of the body, and 10 percent would be diagnosed with earlier, localized (confined to the prostate) disease. Now, thanks to widespread

## Eat to beat PC

IS THERE SUCH a thing as a prostate cancer diet? Not exactly, but there's a long list of nutrients that have been linked to decreasing the risk and/or the progression of cancer, although more proof is still needed.

Among the nutrients that have shown promising results in studies to date:

- Soy protein (genisteins)
- Cruciferous vegetables (e.g., broccoli and cabbage) and dark greens
- Tomatoes (lycopene)
- Vitamins A, D and E
- Red wine and dark chocolate (resveratrol)
- Salmon and walnuts (omega-3 fatty acids)
- Beer hops (xanthohumols)

Just remember that everything works best in moderation. "If you're exercising, keeping your weight down, eating fruits and vegetables, and eating less red meat, some studies suggest that you may reduce your risk of prostate cancer as well as the known reduction in heart disease," says Dr. J. Brantley Thrasher, a urologist at the University of Kansas Medical Center, and an American Urological Association spokesperson.—AP

screening, the tables have turned, so that up to 90 percent of cancers are found early enough to cheat death and only 10 percent are advanced. Thanks to increased awareness, men are getting screened younger, being diagnosed earlier and surviving prostate cancer more.

## Best tool we've got

The limitation of PSA testing is that results can show elevated PSA levels due to noncancerous causes, such as an enlarged

**"Real men aren't afraid to talk to their doctors or be screened for this disease."**

—Mike Haynes

prostate or infection. As men age, the prostate enlarges, leading to a natural rise in PSA levels. Men need to understand that a PSA test isn't a cancer-specific diagnostic tool—a high PSA score raises a red flag about the possibility of cancer, but a digital rectal exam (manual exam) and biopsy (tissue samples taken from the prostate) are needed to make a diagnosis. "PSA is not the end-all but more of a smoke alarm. It's just the first step in diagnosis, and one of the tools used to diagnose prostate cancer," says Zenka.

"The PSA test is the best tumor marker out there, and it's a great surveillance marker too that helps track cancer activity in men who've been diagnosed," explains Dr. J. Brantley Thrasher, a urologist at the University of Kansas Medical Center, and an American Urological Association spokesperson. "However, PSA testing is not about a single number, but about PSA levels on a continuum." What Thrasher means is that regularly screening for PSA provides a picture of whether levels are going up and how quickly. In Haynes' case, his PSA levels were actually low, but what concerned his doctor was that they had doubled in the previous two years. The reason, as a biopsy found, was prostate cancer.

## Keeping an eye on things

The best shot at surviving prostate cancer is early detection. Haynes had a prostatectomy, but for many men, active surveillance is an option. Most prostate cancers are slow-growing, but a fast-rising PSA score may help to catch more aggressive cancers. The decision to treat the prostate cancer depends on many factors, such as patient age and choice, grade and stage of cancer, other health considerations and whether symptoms develop and/or if tests reveal that the cancer is growing, explains Donnelly.

As for Haynes, he tells other men to man up: "Real men aren't afraid to talk to their doctors or be screened for this disease. My message to all men is the same: Prostate cancer is treatable. Talk to your doctor about your health at 40 and find out if you're at higher risk of getting the disease. Ask a lot of questions." Annual screening should start at age 50, but as early as age 40 for men at higher risk. Talk to your doctor about if and when testing is right for you. [E]

Angela Pirisi is a freelance writer who covers a variety of health topics.

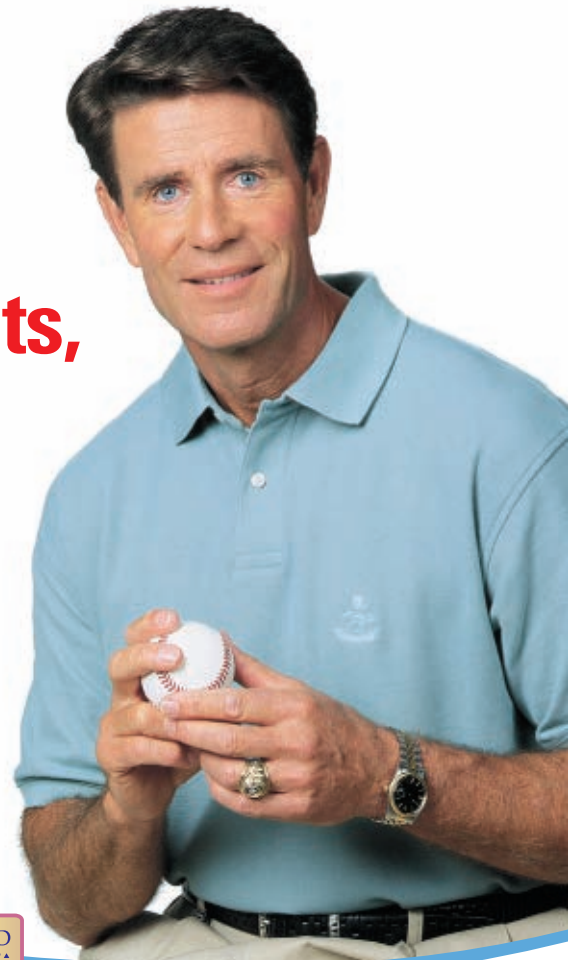


# When It Comes to Joint-Health Supplements, Brand Does Matter.

*"Over 10 years ago my orthopedic doctor gave me a choice—  
an eventual knee replacement or start taking Cosamin.*

*Well, I chose Cosamin and so should you."*

—Baseball Hall of Fame pitcher Jim Palmer



#1

THE #1 BRAND RECOMMENDED  
BY ORTHOPEDIC SPECIALISTS\*

- ✓ **PROTECT YOUR CARTILAGE** with the only brand proven to **REDUCE JOINT PAIN** in controlled, published U.S. studies
- ✓ Contains the **FULL CLINICAL STRENGTH** of active ingredients—compare to other brands
- ✓ The **ORIGINAL** glucosamine/chondroitin sulfate product

U.S. Patent No. 5,587,363

\*Source: SLACK Incorporated Market Research Survey, April 2009. Survey conducted of Orthopedic Specialists relating to glucosamine/chondroitin sulfate brands.

These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

WAREHOUSE/COSTCO.COM

Now available for your pet ...

## COSEQUIN®

The Number-One Veterinarian Recommended Brand<sup>†</sup> of Joint Health Supplements for Dogs, Cats and Horses. Cosequin is available at **Costco.com**.

*"I trust Cosequin® and so can you!"* —Jungle Jack Hanna

<sup>†</sup>Source: Survey conducted in November 2009 of small-animal veterinarians who recommended oral joint health supplements.

<sup>\*</sup>Surveys conducted in the fall of 2002, March 2004 and September 2007 of equine veterinarians who recommended oral joint-health supplements.

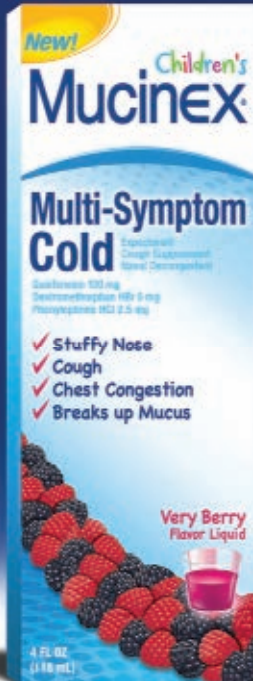
**nutramax**<sup>™</sup>  
LABORATORIES, INC.

COSTCO.COM ONLY





# It's clear skies ahead for kids' stuffy nose, cough & chest congestion.



Use as directed.



TM

Also available for adults.



When your child has a cold, try new Mucinex® Multi-Symptom Cold. Multi-Symptom Cold breaks up mucus and relieves stuffy nose, cough and chest congestion. So you and your child can have a great day.

## Mucinex®

Mucinex in. Mucus out.®

KLEENEX® Brand  
is America's  
**softest**  
tissue.\*

Look for a  
**\$3.50 coupon**  
in your January  
Coupon Book.

No wonder people go out of their way to share it!

- Soften any occasion in a variety of colors and designs
- Help keep germs in their place
- Soft, strong and absorbent



\*Kleenex® Lotion, Ultra and Regular tissue softness compared to national brand regular tissues. © Registered Trademark of Kimberly-Clark Worldwide, Inc. © 2010 KCWW.

Softness worth sharing.

**WAREHOUSE/COSTCO.COM**

Available in the *Costco*  
**PHARMACY  
SECTION**

# DESITIN® RELIEVES DIAPER RASH DISCOMFORT ON CONTACT



**#1 CHOICE OF PEDIATRICIANS & MOMS**

**RELIEF FROM THE VERY FIRST USE**

**HELPS HEAL, SOOTHE &  
PREVENT DIAPER RASH**

Use as directed.

© Johnson & Johnson Consumer Companies, Inc. 2011  
**WAREHOUSE/COSTCO.COM**



**1** Maintains lean muscle and strength

**2** Helps satisfy appetite

**3** Promotes overall health

©2010 Worldwide Sport Nutritional Supplements, Inc. 10-1071PUS

# Pure Protein ... delicious, healthy choices for the whole family.

## 3 great benefits ... 3 delicious flavors!

With Pure Protein, giving your family the high-quality protein they need to be healthy is easier than ever. Pure Protein offers a variety of delicious and nutritious choices that are perfect for busy moms, hardworking dads, active teens – and anyone trying to be healthy on the go.



Eat Good. Look Great.

Product may not be available in all locations.

Proud Sponsor of the



JOIN THE MOVEMENT at  
[www.nationalmssociety.org](http://www.nationalmssociety.org)

**WAREHOUSE ONLY**

# Only the Best

quality ingredients • fresh taste  
health you can trust



# Healthy Choice

With taste you love and nutrition you want, it's easy to get everything you need for a healthier year at Costco.

Not all products are available in all warehouses.

©ConAgra Foods, Inc. All Rights Reserved.

**WAREHOUSE ONLY**

## Learn more

ALL SKIN TYPES have one thing in common: a protective layer called the acid mantle. This layer works two ways. "The barrier it provides locks in moisture and hydration on the inside, and the outside of this layer blocks out bacteria and other environmental influences," explains Alex P. Fazeli, M.D., Ph.D., president of Physician Laboratories Inc.

Normal skin is soft, smooth and resilient, explains Heinz Maurer, M.D., founder and creator of Sebamed. Oily skin has a telltale shiny appearance and open pores that usher in blackheads and acne. Dry skin is ultra-sensitive, rough, tight and itchy, says Maurer. It reddens and flakes, and when stressed it's easily irritated.

Combination skin is oily in some areas, dry in others, and can be very difficult to manage. Babies pose a unique challenge, Maurer adds, because they haven't had time to develop the protective mantle. Their skin is extremely delicate.

Maurer adds, "There are other indications or disorders that can cause problem skin—psoriasis, acne and diabetes, where the interfering effect of the diabetes on metabolism can deteriorate skin function."—JMD

### Additional resources:

[www.nlm.nih.gov/medlineplus/skinconditions.html](http://www.nlm.nih.gov/medlineplus/skinconditions.html)

[www.medicinenet.com/skin/focus.htm](http://www.medicinenet.com/skin/focus.htm)

# More than skin deep

SEBAPHARMA GMBH & CO. KG, BOPPARD, GERMANY

## Suffering inspires Sebamed founder

By Jacqueline M. Duda

BORN IN 1921 in Saarbrücken, Germany, Heinz Maurer was a firsthand witness to the enormous swath of human suffering along the embattled European war front of the 1940s. The experience stirred his altruistic inclinations to become a doctor so he could help alleviate the suffering of others.

In 1950, Maurer graduated from the University of Bonn, where he also worked as assistant doctor at the dermatological clinic. While at Bonn, he was drawn into the study of eczema, a condition that inflames the skin and is accompanied by incessant itching and burning sensations. Water and soap (back then, mostly made with lye, a strong chemical, with some animal and vegetable fats mixed in) were therapeutically banned because bathing only worsened eczema.

"As a young doctor I saw how patients with eczema were suffering from the prohibition to

"People have not washed correctly for 2,000 years," asserts Heinz Maurer (above), who developed Sebamed to match the skin's pH.

wash themselves," says Maurer. But the ban didn't improve the situation. It only made the situation unbearable for everyone, "both patients and medical staff," he explains.

Maurer began researching a "skin-friendly" soap alternative and learned of some promising U.S. trials suggesting the efficacy of tensides, synthetically manufactured detergents that match the skin's pH. Inspired, he developed a cleanser based on these tensides and tested it on the patients at Bonn. The trial turned out to be a huge success. Nonetheless, when the clinic director returned from an absence he was none too pleased that the trial occurred off his watch. Maurer was transferred, putting an abrupt end to his university career.

Even more determined, Maurer continued his quest to improve the lives of people with chronic skin conditions. In 1967 he founded Sebamat Chemie GmbH, and in 1968 he introduced the Sebamed cleansing bar.

"This created a new category—medicinal skin care—in which Sebamed is still the market leader after more than 30 years," says Maurer, and the cleansers he worked long and hard to develop, including Sebamed, gained wide acceptance from pharmacies and dermatologists abroad. (Sebamed is now in more than 85 countries worldwide.) The invention enabled the safe yet effective washing of infected and irritated skin, which hadn't been possible before. "It was then that I made the provocative statement to the medical profession

## supplier profile

**Company:** Sebapharma GmbH & Co.

**Founded:** 1967

**Headquarters:** Boppard, Germany

**Employees:** 197

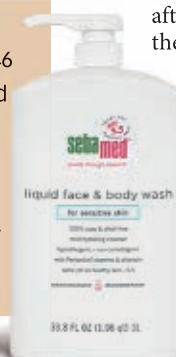
**Contact:** [www.sebamedusa.com](http://www.sebamedusa.com);  
[info@sebamedusa.com](mailto:info@sebamedusa.com); 1-877-228-4646

**Products at Costco:** Sebamed Liquid Face and Body Wash; other Sebamed products are available on Costco.com

### Comments about Costco:

"Costco shares our philosophy that customers deserve the highest-quality products without compromise."

—Heinz Maurer





that ‘people have not washed correctly for 2,000 years,’” says Maurer.

### If it's not soap, what is it?

“Sebamed ‘soap’ is a no-alkaline soap,” Maurer explains. It’s a “soap-free cleansing bar” and the only cleanser on the market that

can boast a slightly acidic pH level of 5.5, which matches the skin’s. The pH scale works by measuring how acidic, or basic (alkaline), a substance is. On a scale of 1 to 14, a 7 is neutral. Anything above 7 is alkaline, and anything below is acidic. The skin’s protective barrier, the acid mantle, is around 5.5. The

high alkaline value of regular soap (which typically has a pH balance between 9 and 10) strips away the protective properties of the mantle like a wiper blade sloughing rain off a windshield. “The acidic-layer theory kick-started an intensive and long-lasting research period,” says Maurer.

This led to the subsequent development of a host of skin-care products. Sebapharma now touts an extensive pH 5.5 line that includes body washes, baby-care and sun-care products, and shampoos—the most complete product eczema line worldwide. The products are paraben-free, nearly 100 percent biodegradable and enriched with vitamins and amino acids.

Sebapharma has not rested on its laurels: Even with their successes, new developments are always taking place. “While initially only persons with skin problems benefitted from this innovation, which rendered the soap prohibition obsolete, an altered view on skin care developed with time within the whole population,” says Maurer. “Skin care as a means of keeping the skin healthy and preventing skin diseases is coming increasingly into focus.

“Both the research and development and the quality-control departments ensure that the company constantly keeps up with the pulse of time.”

*Jacqueline M. Duda is a freelance health writer based in Washington, D.C.*

## Buyer's pick

**Greg Shavey**  
Health Products Buyer



DENTISTS TELL US that regular brushing with a good fluoride toothpaste is essential to keeping teeth and gums looking healthy.

As with all our Kirkland Signature™ products, Kirkland Signature Pro Complete fluoride toothpaste was developed to meet or exceed the quality standards of the leading national brands. Kirkland Signature Pro Complete fights cavities, freshens breath, removes surface stains

and promotes healthy gums with regular brushing.

Another feature to brighten your smile is the value. Kirkland Signature Pro Complete, available in all locations in a six-pack of 7.5-ounce tubes, is priced at 30 percent savings compared to other retail brands.

Dental care is important, but not difficult. As my dentist says, “You only have to take care of the teeth you want to keep.”



FRANCE FREEMAN

# simple steps...for a fresh start

Take the first steps to a healthier and happier lifestyle this New Year by stopping at Costco for all your mealtime solutions and smart snacking needs.



**PEPSICO**

This material contains valuable trademarks owned and used by PepsiCo, Inc. and its subsidiaries and affiliates to distinguish products of outstanding quality.

**WAREHOUSE ONLY**

# my alli<sup>®</sup> story

Real Costco<sup>®</sup> Members.  
Real Weight-Loss Stories.

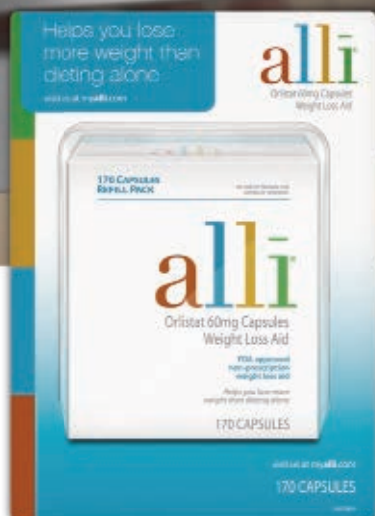


## Susan Clark

Costco Member since 2004

“ My story starts with triplets, six months of bed rest and 85 extra pounds. I had to get healthy to keep up with four kids. I tried other diets, but got tired of the food. With alli<sup>®</sup>, I make better food choices.

I've lost 70 pounds\* and I am working on the last 15. I'm not worried about reaching that goal. I know I can do it with alli.”



Boost your weight loss. Begin your own story.

alli is the only FDA-approved weight-loss aid that blocks 25% of the fat you eat. For every 2 pounds you lose, alli can help you lose 1 more.\*\* Plus, alli offers a free online program filled with tools and content personalized just for you. Find out more at [myalli.com/Costco](http://myalli.com/Costco).

alli 170-count is available at Costco warehouses and on [Costco.com](http://Costco.com).

Look for the **\$10 coupon** for alli in this January's Costco Coupon Book.

Featured member is provided with alli product, retail value of \$70, online community support and alli behavioral support as part of her participation in this program. \*Results not typical. In clinical studies, most people lose 5 to 10 pounds over six months with alli. Susan Clark's story has not been independently validated by either GlaxoSmithKline or Costco. Weight loss occurred over a two-year period. \*\*alli plus a reduced-calorie low-fat diet. alli is for overweight adults. Read and follow the alli label. Results may vary. alli is safe when used as directed. ©2010 GlaxoSmithKline

**WAREHOUSE/COSTCO.COM**





# trunature®

# fresh

## approach to healthy living

We just gave our trunature® Brand a FRESH NEW LOOK to celebrate more than 10 years of delivering high-quality dietary herbal supplements. Backed by scientific research and balanced with nature, our innovative formulations continue to support overall good health. The result is a brand of premium supplements that you trust to deliver exactly what we promise. It's all about the right ingredients to help you look and feel your best.

We've been doing this for more than 10 years, but we still keep a "Fresh Approach to Healthy Living."

Visit [Costco.com](http://Costco.com) for additional trunature® items.



Not all trunature® products pictured are available in all warehouses.



WAREHOUSE/COSTCO.COM



## Stop fall-related injuries with a few basic steps

# No slip-ups

MEDIA BAKERY

## Learn more

**American Geriatrics Society Foundation for Health in Aging**  
[www.healthinaging.org/public\\_education/falls\\_tips.pdf](http://www.healthinaging.org/public_education/falls_tips.pdf)

**National Institute on Aging**  
[www.nia.nih.gov/HealthInformation/Publications/falls.htm](http://www.nia.nih.gov/HealthInformation/Publications/falls.htm)

**Centers for Disease Control and Prevention**  
[www.cdc.gov/homeandrecreationsafety/falls/index.html](http://www.cdc.gov/homeandrecreationsafety/falls/index.html)

**American Academy of Family Physicians**  
[www.aafp.org/afp/20000401/2159.html](http://www.aafp.org/afp/20000401/2159.html)

**SeniorsList**  
[www.seniorslist.com](http://www.seniorslist.com)

**National Institutes of Health SeniorHealth**  
<http://nihseniorhealth.gov>

**Living Solutions**  
[www.livolutions.com](http://www.livolutions.com)

### By Alice Shapin

NINETY-YEAR-OLD Edith Newpol's repeated falls have sent her to the emergency room and to rehab, put her in a cast and required surgery and prolonged physical therapy. The Maryland resident is not alone.

According to the Centers for Disease Control and Prevention, each year one in three adults age 65 and older falls. In this same group, falls are the leading cause of death from injury. And the National Safety Council says most fatal falls occur at home.

"The reason seniors fall is multi-factorial," says Dr. David Reuben, chief of the Division of Geriatrics at the David Geffen School of Medicine at UCLA. "Sometimes they are so afraid of falling they curtail their activities. Soon they are deconditioned and unsteady, causing a vicious cycle. Other causes may be that their balance and muscle strength aren't good, a prescription medicine may increase their chances of falling or they may have vision problems."

### Move to keep moving

Reuben recommends that seniors be checked by their doctor to evaluate why they are falling and look for a medical or treatable cause. Sometimes it's as simple as changing a medication or prescribing

less. If their gait or balance is poor, physical therapy might be indicated. "Above all, I tell them to exercise and watch their weight. Every day I eat, I exercise," says baby boomer Reuben, who joined Costco to buy a surfboard.

Eighty-five-year-old Hilda Junquera exercises twice a week at the Gaithersburg (Maryland) Upcounty Senior Center and uses an exercise bike at home. "Exercising is better than medicine. It keeps me moving and I don't ache. It must be working, because I've never fallen. And it makes me feel young," laughs Junquera.

Grace Whipple, the facility director of the Upcounty Senior Center and also a Costco member, says, "Almost every one of our classes has a balance component. For seniors, part of the problem is that as we age we stop playing. When we're younger we practice balance without even thinking about it. Seniors are more sedentary and become fearful of falling. Exercise helps improve balance, flexibility and strength, and gives them more confidence, thus helping remove the fear of falling."

### Assessing home safety

With most falls happening in the home, a home assessment can help. Dr. Kate Tulenko and her husband, Ken Heyman, of Alexandria, Virginia, started Living Solutions, a company that does home assessments and home modifications, and provides assistive devices. "Both our grandmothers had to move when they got old," says Tulenko. "If their homes had been modified, they could have aged in place, something both wanted."

She says that the easiest steps are to de-clutter, tape down or get rid of throw rugs, remove or tape down electrical cords, increase lighting, put in motion-detector lighting, check the mattress height and have chairs with arms.

Maryland resident and Costco member Stephen Hage of Strategies for Independent Living says, "Most falls occur in the bathroom, so put grab bars and armrests by the toilet or a toilet frame; install

### Remember, you can reduce your chances of falling by:

- Having your healthcare provider review your medicines
- Having your vision checked
- Beginning a regular exercise program (such as tai chi)
- Making your home safer

grab bars in the shower/tub; and add a slip-free surface, a shower chair plus a handheld shower head." A more extensive modification is a tub cut. Better still, though more expensive, is to put in a shower stall.

### Stay on the alert

Emergency alert buttons help too. "After my mother fell and couldn't get up, we got her a medical alert button. It allowed her to stay in her own home for a few more years and made us worry less," says Costco member Laurie Friedman of Potomac, Maryland.

Costco member Brad Frederick of Cold Springs,

### The Costco Connection

You can get your vision checked at Costco's Optical Center, pick up prescriptions at Costco's Pharmacy and purchase exercise equipment from Costco and Costco.com. Costco and Costco.com also carry walkers and other walking aids, as well as home-safety modification items.





trunature®

*fresh*

approach to healthy vision\*

**NEW**

**Lutein 25 mg &  
Zeaxanthin 5 mg**

Seeing is believing with Lutein & Zeaxanthin from trunature®. Clinically proven natural carotenoids work together in a ratio that matches the body's 5:1 balance to help protect against damaging UV rays and free radicals.\*

Since our bodies do not produce these nutrients, trunature® Lutein & Zeaxanthin is an ideal solution to help improve visual acuity.\*

You can even add this product to your daily regimen of any Kirkland Signature multivitamin for more complete health benefits.

Visit [Costco.com](http://Costco.com) for additional trunature® items.



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

**WAREHOUSE/COSTCO.COM**

# Buyer's pick



**Scott  
McCarron**  
Health  
Products  
Assistant  
Buyer

PROTEIN supplementation in our diets has become a widely discussed topic over the last several years. Every individual's intake is different depending upon level of exercise, but the most important thing coming out of recent studies is that many of us need more protein in our diet.

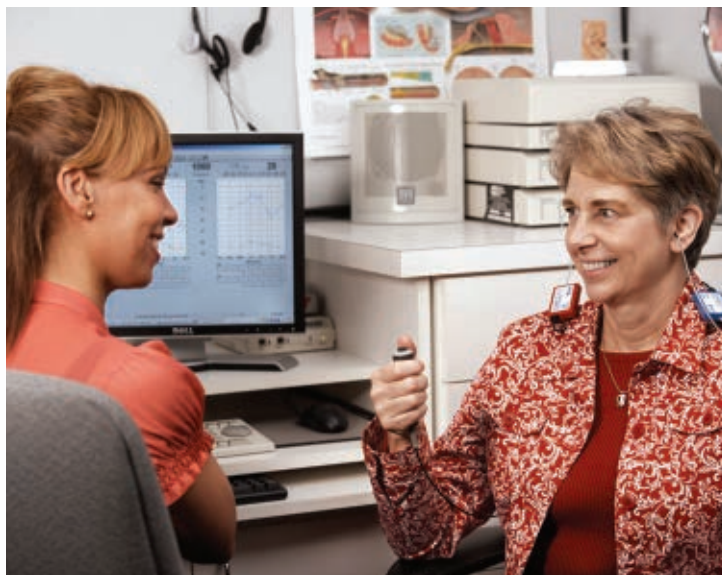
Costco offers two protein products from Cytosport to meet these dietary needs: Muscle Milk Light Shakes, which are ready to drink, and 100% Whey Protein Powder.



When combined with resistance and/or weight training, these items will help promote lean muscle mass, which is crucial to burning stubborn stored fat.

As someone who uses these products every day, I can attest that Cytosport puts their products through some of the most stringent testing to ensure they are providing the highest-quality products on the market.

If you're looking for a great-tasting, high-quality, high-protein product to supplement a meal, use as a snack between meals or drink before and after workouts, try using Muscle Milk Light or mixing a 100 percent whey protein shake. **C**



FRANCE FREEMAN

## Hear me, hear me

### Costco Hearing Centers raise the decibels

NORTH CAROLINA COSTCO member Ken Espe was in the Myrtle Beach Costco one day when the batteries in his hearing aids died. He had seen Costco e-mails about the Hearing Aid Centers but never thought of visiting one. Thousands of miles away, Sanjay Shah was walking through the Watford, England, Costco when he noticed that country's first Hearing Aid Centre. Both men's visits proved to be ear-opening experiences.

The septuagenarian Espe has had hearing problems since the age of 12. "I've been to [other providers]," he says, "but I would say [Costco] was the best of the lot."

Shah says, "I've been looked after by the local hospital here, but the treatment I get from the hospital was not up to standard." His assessment of the Costco Hearing Aid Centre is decidedly different. "It was fantastic," he says, and uses the word often. "I was absolutely amazed the way [the Costco hearing aid dispenser] explained the product he gave me, and I

said, 'Where have you been all these many years?'"

Costco's hearing centers employ more than 400 licensed personnel, at more than 380 locations, to serve members in the United States, Canada, Mexico, Japan, the United Kingdom, Australia and, soon, Taiwan and Korea.

Espe was impressed that his Costco hearing aid dispenser not only detected something, but showed great concern and strongly urged him to see his doctor for a follow-up.

Beyond the caring and well-trained staff, Costco

Hearing Aid Centers feature state-of-the-art hearing aids, including the third-generation Kirkland Signature™ Premium Digital Hearing Aids with state-of-the-art technology for wireless connectivity with cell phones, TVs, computers and music players.

Both Espe and Shah are in positions where hearing is essential: Espe works in real estate; Shah is a funeral director. Each was amazed by the connectivity between their hearing aids and their cell phones.

"I used to get all kinds of whistling and noise, and they were really uncomfortable," says Shah of previous hearing aids. "This one is fantastic."

In addition to premium technology, Costco Hearing Aid Centers provide lots of freebies, including hearing tests (to determine if hearing aids will help), follow-up appointments, hearing aid cleaning and checkups, loss and damage coverage (with no deductible), one hearing aid dryer per purchase and 10 hearing aid batteries per hearing aid purchased. And, of course, incredible Costco value pricing—as much as 50 percent less than the prices charged by some other providers.

Make an appointment at the Hearing Aid Center near you for a free, no-obligation hearing test to determine if your hearing loss may be helped by hearing aids. Current wearers are invited to schedule a complimentary hearing-aid checkup that includes a cleaning and a new battery.

Ken Espe says, "I don't want to denigrate any [previous providers], because they didn't do bad; but this was better."—Steve Fisher

NO SLIP-UPS CONTINUED FROM PAGE 55

New York, a digital marketer and consultant for special projects for Brickhouse Alert, says, "Brickhouse Alert has a device that has a personal panic button in combination with an automatic fall detector." The size of a cell phone, the device can be worn on a belt or kept in a pocket.

In the near future, the elderly can be cool just like their grandkids. "Using the unique accelerometer technology, there is potential to have an iPhone app that can detect falls," says Frederick.

And with falls so prevalent and seniors so apprehensive, the White Plains Hospital (New

York) is starting an outpatient falls clinic where people can come in, be assessed, have their medications reviewed and be given some protocols so they are less likely to fall in the future, says Costco member Geri Brooks, the hospital's director of senior services. (Check with your local hospital to see if they have a similar program.)

Remember Edith Newpol? She had her medication dosage lowered and hasn't fallen since. **C**

*Alice Shapin is a Maryland freelance writer who has been published in national publications.*





trunature®

*fresh*

approach to healthy living

**New trunature® Whole Foods Based Multi-Vitamin** is specially formulated to give you what many multi-vitamins don't – the natural benefits of real foods. With 16 whole food concentrates and 41 unique nutrients, **trunature® Whole Foods Based Multi-Vitamin** helps optimize your overall well-being, revitalize cellular energy levels and maintain mental concentration.<sup>†</sup> So you get more of the nutrition you need to feel your best.

Visit [Costco.com](http://Costco.com) for additional trunature® items.



Not all trunature® products pictured are available in all warehouses.



<sup>†</sup> This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

WAREHOUSE ONLY

650-A1

# In case of emergency



## Making your own first-aid and disaster kits

MEDIA BAKERY

### Learn more

**American Red Cross**  
[www.redcross.org](http://www.redcross.org)

**Ready.gov**  
[www.ready.gov/](http://www.ready.gov/)

**Federal Emergency Management Agency**  
[www.fema.gov/areyouready/](http://www.fema.gov/areyouready/)

**CDC Emergency Preparedness & Response site**  
[www.bt.cdc.gov](http://www.bt.cdc.gov)

**Healthy Net**  
[www.healthy.net/scr/MainLinks.aspx?Id=170](http://www.healthy.net/scr/MainLinks.aspx?Id=170)

**Web MD**  
[firstaid.webmd.com](http://firstaid.webmd.com)

### The Costco Connection

If you want to put together your own first-aid and emergency kits, the items checked at right are usually available at Costco. Pre-made emergency kits are also available in the warehouses and on Costco.com. For more information on being prepared for emergencies, see the *Costco Household Almanac* on Costco.com by typing "almanac" in the search box. At the next search box, enter "emergency."

#### By Judi Ketteler

WELL-STOCKED FIRST-AID and emergency-preparedness kits are essential to keeping your family safe, according to the American Red Cross. And the value of preparedness is priceless, says Gary Rogg, M.D., an internist at Montefiore Medical Center in New York City. Where does one start? Here's a checklist for both. (Items checked are available at most Costcos and/or Costco.com.)

#### First-aid kits

Start with a lightweight but durable case with a latch, such as an art-supply box or tackle box, Rogg says. Make sure your kit has a simple first-aid manual, as well as an index card with basic contact information, such as for your doctor/pediatrician or poison control. Rogg recommends stocking the kit with the following items:

- ☒ Gauze pads of different sizes
- ☒ Adhesive bandages of different sizes
- ☐ Adhesive tape (he recommends paper tape since many people, especially kids, have sensitivity to regular tape)
- ☐ Ace bandage
- ☒ Antiseptic wipes, alcohol wipes (these should be in a zippered plastic bag so they don't dry out)
- ☒ Antibiotic ointment
- ☒ Hydrocortisone cream
- ☒ Disposable cold pack
- ☒ Scissors and sterile gloves
- ☐ Calamine lotion
- ☒ Hydrogen peroxide
- ☒ Over-the-counter meds such as acetaminophen, ibuprofen, diphenhydramine (Benadryl) and a decongestant
- ☒ Lip ointment, a small flashlight and a thermometer if you want a more advanced kit
- ☐ Eye patches, soap pads and tweezers

Involving your kids in kit assembly is a great way to start teaching them some first-aid basics.

Also, Rogg suggests making a checklist of all items in the kit, with expiration dates. That way, you'll keep it up-to-date, and refill as you use items.

#### Emergency-preparedness kits

"We advocate that, in any disaster, people try to be prepared for 72 hours," says Darryl Madden, director of the Ready Campaign at the Federal Emergency Management Agency. "Government and first responders can't be everywhere, so we all need to take personal responsibility for the safety of our family."


Your preparedness kit can reflect what you and your family need most, taking into account everything from pets to family members' special needs. For your home kit, use a sturdy backpack or large duffel bag and think strategically about where to put it (such as in the closet near the door, so you can grab it on your way out if you have to evacuate). You might even make a small kit for each member of your family.

Madden recommends these basics:

#### HOME

- ☐ First-aid kit
- ☒ Flashlight (with extra batteries)
- ☐ Battery-powered radio, plus batteries
- ☒ One gallon of water per person, per day, for three days
- ☒ Three-day supply of nonperishable food (plus can opener and utensils)
- ☐ Matches in a waterproof container
- ☒ Blanket for each person
- ☒ Change of clothes for each person
- ☒ Wrench or pliers (to turn off utilities)
- ☐ Whistle (to signal for help)
- ☒ Dust masks (to filter contaminated air)
- ☒ Prescription medications and glasses
- ☐ Cash
- ☒ Other basic needs for your family members (e.g., pet food, baby formula and diapers, books or games for kids)

#### CAR

- ☐ Booster cables
- ☒ Tire repair kit and pump
- ☒ Flares
- ☒ Fire extinguisher (5-pound ABC type)
- ☐ Shovel
- ☒ Local maps
- ☐ First-aid kit
- ☒ Blanket
- ☒ Flashlight and batteries
- ☒ Bottled water
- ☒ High-energy nonperishable foods (e.g., granola bars or trail mix) 

*Judi Ketteler writes about health and fitness topics for many publications.*





*Perfect for Every Body™*

# Beautiful people know ...

*it's what's on the inside that counts*



Enhance your natural beauty with our new Hair, Skin and Nails Formula\*

- Glowing, vibrant skin\*
- Lustrous, radiant hair\*
- Strong, pretty nails\*
- 28 key nutrients, including biotin, collagen, calcium and vitamin D



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

# Buyer's pick



**Shane Williams**  
Sporting  
Goods  
Buyer

THE INVERTALIGN 4 inversion table is a natural form of traction that combines your body weight and gravity to decompress weight-bearing joints. While the body is rotated and suspended, gravity's force applies traction, resulting in a customized stretch that elongates the spine by increasing the space between the vertebrae, which relieves the pressure on the discs and nerve roots.

Other benefits include improved posture, better circulation, increased oxygen to the brain, enhanced alignment and balance, and strengthened ligaments.

The InvertAlign 4, available at all Costco locations, is even better this year, with an improved, fully assembled ankle clamp that provides better comfort and easy entry/exit. At \$199, the cost is 60 percent less than comparable retail prices. **C**

# Exercise your right to choose

## Suit the equipment to your fitness needs



**By Eric Butterman**

DO YOU THINK first of weights or treadmills when considering exercise equipment? If so, Pilates may be a good alternative, since it offers a strong combination of the two in terms of benefits. Focused on the concept of controlling the body through its core, Pilates increases strength and improves cardiovascular health. It can be as simple as rolling like a ball or as intense as a workout on one of several Pilates machines.

There is a misconception that Pilates is for women only, but don't tell that to Orlando Magic guard J.J. Redick, who uses it as one of his key regimens and was able to get several members of his organization into it as well. Don Kirby, a Pilates trainer and owner of Downtown Dallas Pilates, says it improves coordination and is top-notch for athletes because it involves quick-reaction muscles.

"It hits the muscles closest to the bone structure, not just the abs," he notes. "It also teaches you that you're only as strong as you are flexible and vice versa. At the same time, it's rehabilitative."


Kirby says you can stabilize your core through Pilates by adjusting the equipment to provide resis-

tance or to make you feel weightless. "The point is finding what you best respond to," he says. "The endless amount of Pilates exercises makes that possible."

Among the machines, the Reformer is a standout. Utilizing a sled-like apparatus, shoulder blocks keep your head and neck in place for exercises in which you choose to lie down. "It's unbelievable for stamina," Kirby says. "You create a real flow to go through 70 exercises in 60 minutes—that takes endurance. You also get a whole-body workout." The springs on the machine act as resistance, providing a greater amount the farther out you stretch. A further benefit of the Reformer is how easy it is to adjust the straps and the foot bar. If you want to work out the upper body more, Kirby says, you can always go with the Pilates chair, which is often box-shaped and has a resistance pad just below where you sit—it can be pushed from above or underneath in the lying position.

Kirby admits that while Pilates machines can make you strong, they promote longer, leaner muscles as opposed to bulkier muscles. For that, consider the SpaceSaver weights. Adjustable to hold up to 50 pounds of weight per dumbbell, they let you choose to go for toning or muscle building. Other advantages include how quickly you can change the weights and how little space they take up.

Pilates is helpful for cardiovascular exercise, but if that's your main goal you should also look at treadmills. Many have hand-grip sensors that allow you to see whether you're in the optimal training zone. A reading rack and MP3-ready jacks and speakers can help you forget you're even exercising.

But the best part of all of these machines is you no longer have any excuses to skip your workout. Then again, some may say that's the worst part. 

*Eric Butterman (ericbutterman@yahoo.com) writes for many publications, including Men's Fitness.*

## The Costco Connection

Costco.com carries the STOTT PILATES® SPX™ Reformer package (currently a special offer), which includes the SPX Reformer, platform extender, roll-up pole and two DVDs. Costco.com also offers the Stott Pilates Stability Chair™, the Epic Power Set 100 SpaceSaver weight set, treadmills, elliptical machines and other exercise equipment. Members should also check at their Costco locations for exercise equipment availability.





Do what's better for your mouth.

**STOP**  
BRUSHING  
WITH REGULAR  
TOOTHPASTE



**START**  
FIGHTING  
GERMS FOR  
12 HOURS



**Colgate Total®** reduces 90% more plaque germs.\*\*

\*Dramatization illustrating reduction of plaque bacteria 12 hours after brushing with Colgate Total® vs. regular fluoride toothpaste.

\*\*Vs. regular fluoride toothpaste 12 hours after brushing. ©2010 Colgate-Palmolive Company

**WAREHOUSE ONLY**

# Lose Weight, Gain Nutrition!

*Let Body Choice  
transform your body  
in just one month!*

*Perfect for today's active  
lifestyle, Body Choice is packed  
with hoodia and green tea to help  
curb your appetite. Now with  
new on-the-go shots to provide  
the fiber and protein necessary  
for building better bodies.*

*Make Body Choice  
your healthy choice.*







*Perfect for Every Body™*

# FACT: Good health starts with your heart.



- Flush-free formula\*\*
- Promotes energy metabolism\*
- Supports nervous system health\*
- Helps maintain healthy circulation\*

Support your hardworking heart by eating healthfully, getting plenty of exercise and fortifying your diet with heart-healthy supplements like niacin.\*



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

\*\*Notice: Most people should not experience flushing when using this product. However, a few sensitive individuals may experience some flushing. Do not take on an empty stomach.

© 2011 Nature's Bounty, Inc. 10-1150NBis

**WAREHOUSE ONLY**

# Buyer's pick



**Teresa Thompson**  
Pharmacy  
Buyer

**CELSIUS IS A** great-tasting pre-exercise supplement drink, and I'm impressed with the science behind it. Multiple studies show that Celsius, consumed 15 minutes before exercise, can boost metabolism and help burn calories, reduce body fat, provide lasting energy and improve endurance ([www.celsius.com/science](http://www.celsius.com/science)).

Celsius is powered by the unique MetaPlus® formula, which contains good-for-you ingredients—green tea extract, ginger root extract, calcium, chromium, B vitamins and vitamin C—that work together to raise metabolism, resulting in a sustained calorie burn while keeping you energized. It also contains guarana seed extract, a natural source of caffeine, but no sugar, artificial preservatives, high-fructose corn syrup or aspartame. Celsius is very low in sodium and calories.

Celsius alone does not produce weight loss in the absence of a healthy diet and moderate exercise. It is available in all Costco locations. **C**



PHOTODISC

## Chocolate milk: Post-workout recovery secret?

**By T. Foster Jones**

ONE OF THE BEST post-exercise recovery drinks could already be in your refrigerator, according to new research presented at the American College of Sports Medicine conference in 2010. In a series of four studies, researchers William Lund and Nancy Rodriguez, both of the University of Connecticut, found that chocolate milk offered a recovery advantage to help repair and rebuild muscles. Drinking low-fat chocolate milk after a strenuous workout could even help prep muscles to perform better in a subsequent bout of exercise.

Specifically, the researchers found a chocolate milk advantage for:

**Building muscle.** Post-exercise muscle biopsies in eight moderately trained male runners showed that, after drinking 16 ounces of fat-free chocolate milk, the runners had enhanced skeletal muscle protein synthesis—a sign that muscles were better able to repair and rebuild—compared to when they drank a carbohydrate-only sports beverage with the same number of calories. The researchers suggest, “Athletes can consider fat-free chocolate milk as an economic nutritional alternative to other sports nutrition beverages to support post-endurance exercise skeletal muscle repair.”

**Replenishing muscle “fuel.”** Replacing muscle fuel (glycogen) after exercise is essential to an athlete's future performance and muscle recovery. Researchers found that drinking 16 ounces of chocolate milk, with its mix of carbohydrates and protein (compared to a carbohydrate-only sports drink with the same number of calories), led to greater concentration of glycogen in muscles at 30 and 60 minutes post exercise.



**Maintaining lean muscle.** Athletes risk muscle breakdown following exercise when the body's demands are at their peak. Researchers found that drinking chocolate milk after exercise helped decrease markers of muscle breakdown compared to drinking a carbohydrate sports drink.

**Subsequent exercise performance.** Ten trained men and women cyclists rode for an hour and a half, followed by 10 minutes of intervals. They rested for four hours and were provided with one of three drinks immediately and two hours into recovery: low-fat chocolate milk, a carbohydrate drink with the same number of calories or a control drink. When the cyclists then performed a subsequent 40-kilometer ride, the trial times of those who drank chocolate milk were significantly faster than the trial times of the cyclists who consumed the carbohydrate drink or the control drink.

Milk also provides fluids for rehydration, as well as electrolytes, including potassium, calcium and magnesium lost during exercise, that both recreational exercisers and elite athletes need to replace after strenuous activity. Plus, chocolate milk is naturally nutrient-rich, with the advantage of additional nutrients not found in most traditional sports drinks. **[C]**

### The Costco Connection

Kirkland Signature™ chocolate milk is available in all Costco warehouses.



NATURE'S BOUNTY®

*Perfect for Every Body™*

# FACT: 3 out of 4 U.S. adults and teens do not get enough vitamin D.<sup>1</sup>



- Helps maintain a healthy immune system\*
- Supports breast, colon and pancreas health\*
- Essential to calcium absorption and supports strong bones\*

With Nature's Bounty® Vitamin D3-5000 IU, you can be sure you are getting enough of this essential nutrient.

The primary source for vitamin D is the sun, but winter climates, sunscreen and day hours spent inside means people need to get vitamin D from other sources.



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

<sup>1</sup>Ginde A.A. Demographic difference and trends of vitamin D insufficiency in the US population, 1988-2004. Nat Rev Rheumatol. 2009 Aug; 5(8):417-8

© 2011 Nature's Bounty, Inc. 10-1158-NBmva

**WAREHOUSE ONLY**

## HEALTHY LIFESTYLES

## The interpersonal edge

By Daneen Skube

RAISE YOUR HAND if you wish you could get a Costco card that would improve your relationships at work and at home. Here are six power tools that can make an immediate difference.



**1. Be influential.** Next time you're in a frustrating conversation, stop talking and start listening to what the other person wants and feels. Next, stop presenting your point of view and repeat back in your own words the other person's point of view.

Will Rogers observed, "In order to be qualified to change my opinion, you must first demonstrate you understand it."

**2. Change word choice.** Never again use the word "you" at the beginning of a sentence; instead, substitute the word "I." People will cease to feel blamed by your language and become interested in helping you solve your problem. If others believe you see them as the problem, you won't be able to get the help you deserve.


**3. Get grumpy.** Keep an anger journal for a week. Include every little thing that irritates you. Examine the themes of what makes you grumpy. Pay attention to what you end up doing repeatedly that works out badly for you. You have the right to stop behaviors that get you into frustrating situations, but you have to see them first.

**4. Be specific.** How often have you had to listen to your spouse or co-worker give you critical, yet vague, feedback—e.g., they think you are controlling, insensitive or rude. But what exact

behavior do they want? Ask them to give you an example of what they want and skip the complaining. And when you give feedback, make sure you skip the complaints and do the same.

**5. Get uncomfortable.** The best-kept secret on the planet is the nuclear power of using discomfort to get you to change. Next time you are anxious, hurt or mad, internally dive *into* the sensation of the negative emotions. As you feel uncomfortable, notice how these emotions can fuel creative thinking about your problem. If you are willing to feel negative emotions, you will see solutions to habitual problems.

**6. Redefine selfishness.** There's a place inside you that has the wisdom to know what is in your best interest. I call this place "deep selfishness." You could also call it your highest good, gut instinct or inner coach. Life is not a game where for me to win you have to lose. Listen to the voice in you that is deeply selfish and you might discover the best course of action for you is also the most beneficial for everyone around you.

Whoever said, "Those who think money can't buy happiness just don't know where to shop," must have known about these interpersonal tools. Put your new tools in your Costco cart and enjoy! 

**Daneen Skube, Ph.D., is the director of Interpersonal Edge ([www.interpersonaledge.com](http://www.interpersonaledge.com)), an executive coaching, training and counseling firm. She welcomes readers questions on how to get control of "pesky people problems." E-mail her at [interpersonaledge@comcast.net](mailto:interpersonaledge@comcast.net).**




IMAGE ZOO

## BACK to basics

"STRETCHSITTING" is a way to undo the damage caused by years of hunching in a chair. Developed by Esther Gokhale, author of *8 Steps to a Pain-Free Back* (<http://egwellness.com>), stretchsitting lengthens the spine, decompressing discs and allows them to heal. It can also improve circulation and nerve function around the spine. Gokhale's instructions:

- Attach a cushion to your chair so that it hits mid-back, below the shoulder blades.
- Scoot your bottom all the way back.
- Lean forward from the hips, and tilt your ribcage forward, like you are doing a mini-crunch.
- Hold the chair armrests and, while still tilted forward, press against them to get a gentle stretch in your lower back.
- Keeping the stretch, lean back from your hips and stick your mid-back on to the cushion.
- Come out of the mini-crunch and relax completely, letting the cushion keep you in mild traction.
- Roll each shoulder back and rest your hands close in to your body.
- Angle your chin down slightly, lengthening the back of your neck.

—T. Foster Jones



## January Thyroid Awareness Month

THE THYROID IS a small butterfly-shaped gland in the neck, located just above the collarbone and in front of the trachea (windpipe). It produces two hormones that regulate the body's metabolism, controlling how the body breaks down food—for energy use now or stored for later use. These hormones tell organs how fast or slow they should work, and also regulate the consumption of oxygen and the production of heat.

### Common thyroid disorders

According to the American Association of Clinical Endocrinologists (AACE), an estimated 27 million Americans are experiencing a thyroid disorder, with more than half of those undiagnosed.

**Hyperthyroidism** results from an overactive thyroid gland producing too much thyroid hormone, which speeds up one's metabolism. Symptoms can

include excessive sweating, nervousness, rapid heart rate, weight loss, decreased concentration, fatigue and hot temperature intolerance.

This hormone imbalance occurs in about 1 percent of all women, who get hyperthyroidism more often than men. Radioactive iodine is the most widely recommended permanent treatment.

**Hypothyroidism** results from an underactive thyroid gland producing too little thyroid hormone. The body's metabolism slows, consumes less oxygen and produces less body heat. Symptoms can include weight gain, hair loss, irritability, muscle cramps, memory loss and cold temperature intolerance.

It is more common in women than men, and its incidence increases with age. Treatment most often involves thyroid hormone replacement medications.

**Thyroid nodules** are small lumps in the thyroid gland. These are common; almost half of the population will have tiny thyroid nodules at some point in their lives. Most nodules are not cancerous, but people who have them should seek medical attention to rule out cancer.

Other thyroid problems include cancer, thyroiditis (swelling of the thyroid gland) and goiter, an enlargement of the thyroid gland.

To find out more about thyroid disorders, go to [www.aace.com](http://www.aace.com).—David Wight





## GET SALON GORGEOUS HAIR AT COSTCO

### LET NEXXUS TRANSFORM YOUR HAIR IN JUST ONE WASH

Nexus Therappe Shampoo and Humectress Conditioner provide the ultimate in luxurious moisturizing hair care, delivering beautiful results you can see in the first wash. Nexus Therappe and Humectress restore and maintain vital moisture, making your hair healthy-looking, soft, touchable, gorgeous. When it comes to deep hydration, Nexus was made to perform, and it shows.

NEXXUS HAIR CARE AVAILABLE IN THE HAIR-CARE AISLE.

FOR THE LATEST NEWS & OFFERS, VISIT [NEXXUS.COM](http://NEXXUS.COM) AND FAN NEXXUS ON FACEBOOK. 

WAREHOUSE ONLY





 **new look**  
body lotion



Clinically shown to provide  
24-hour moisture for  
healthy, beautiful skin

 **new look**  
daily moisturizer



Clinically proven to improve  
skin tone and texture in as  
little as 4 weeks

## discover the power of **active naturals®**

 **new**  
body wash



Nourish your skin,  
indulge your senses

 **new family size**  
shampoo



Scientifically proven to  
nourish damaged hair back  
to life in just 3 washes\*





**NEW at Costco**



Look for this new pack in stores!  
Featuring 114 ultra-soft cloths



Removes **99.3%** of your most stubborn makeup,  
**even waterproof mascara**, with just one towelette.



**Neutrogena®**  
DERMATOLOGIST RECOMMENDED  
**WAREHOUSE ONLY**

© 2011 Neutrogena Corp. Use as directed.



# I WANT YOU TO LOSE WEIGHT!

Want to jump-start your weight-control program? Try my 21-Day Super Slimming Kit. It contains my 7-Day Triple Process Total Body Detox & Cleanse, which is formulated to help reduce belly bloat and body-waste buildup, support your colon and digestive system, aid in the liver's natural detoxification process and help you feel lighter and more energized. All with no harsh chemical laxatives and no fasting!

But that's not all. You also get my Maximum Strength Calorie Control®. We all know that if you want to lose weight you need to reduce your caloric intake. It sounds simple, but the truth is, if it were easy, most of us wouldn't be overweight in the first place. This is where my Maximum Strength Calorie Control comes in: It's a proprietary formula specifically developed to restrict caloric intake. In other words, when you take this compound before main meals, you eat less ... but the best part is you won't feel hungry. How simple is that? My 21-Day Super Slimming Kit works with any sensible diet and exercise program.

So if you want to jump-start your weight-loss program, try my 21-Day Super Slimming Kit.

**Get It Today!**

**JILLIAN MICHAELS**

**Our guarantee:** Because no weight-control product or program will work for everyone, all of our fine formulations are backed by a 100% satisfaction guarantee. Simply stated, if you are not satisfied with any Jillian Michaels weight-control formula, just return it to the place of purchase within 30 days.

All trademarks are property of their respective owners. Individual results will vary. Use in conjunction with any sensible diet and exercise program. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. ©2010 All Rights Reserved. BR13711-1

**WAREHOUSE ONLY**



**KIRKLAND**  
*Signature*

# Nourish Your Joints

with Glucosamine  
& Chondroitin



- **Nourishes Joint & Connective Tissue†**
- **Supports Joint Cushioning†**
- **Promotes Joint Comfort & Flexibility†**



USP has tested and verified this Kirkland Signature supplement for its ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See [www.uspverified.org](http://www.uspverified.org).

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



# Healthy choices for the new year

## Great new foods to try in your diet

Acai berries

MEDIA BAKERY

### Learn more

**EXPERTS SAY** that regular consumption of whole grains may lower the risk of heart disease, diabetes, obesity and cancer, and help to regulate blood pressure and keep gums and teeth healthy.

#### Mayo Clinic

[www.mayoclinic.com/health/whole-grains/NU00204](http://www.mayoclinic.com/health/whole-grains/NU00204)

#### Wheat Foods Council

[www.wheatfoods.org/](http://www.wheatfoods.org/)

**U.S. National Library of Medicine National Institutes of Health**  
[www.ncbi.nlm.nih.gov/pubmed/12145012](http://www.ncbi.nlm.nih.gov/pubmed/12145012)

**The Nordic Centre of Excellence**  
<http://helgawholegrain.org>

#### By Laura Langston

YOU MAY HAVE seen several new and unfamiliar food items at your local Costco warehouse. Here are some tips on incorporating a few of them into your diet.

#### Agave nectar

Agave nectar was prized by the Aztecs as a gift from the gods. A natural sweetener and a healthier alternative to sugar and honey, the nectar (sometimes called syrup) has a consistency between honey and maple syrup.

With a significantly lower glycemic index than refined sugars, agave provides sweetness but not the blood sugar spike of other sweeteners. This makes it a wise choice (when used in moderation) for diabetics.

Light nectar has a mild, neutral flavor; amber agave has a slight caramel taste; darker agave has more distinctive caramel notes.

**Recipe:** Use agave nectar in hot and cold beverages (start with 1 teaspoon to 1 cup liquid), as well as baked goods.

For baking, substitute  $\frac{3}{4}$  cup of nectar for 1 cup of sugar, and reduce other liquids in the recipe by a third. Lower oven temperatures by about 25 F and bake 10 minutes longer.

Agave nectar can be stored at room temperature after opening.

#### Quinoa

Called the mother grain by ancient Incas, quinoa is actually a seed related to spinach. A complete protein with all essential amino acids, quinoa is high in

fiber, magnesium, potassium and iron; low in saturated fat and cholesterol; and gluten-free.

Quinoa has a fluffy texture and a mild taste, and can be used on its own like rice, couscous or barley, or in salads, pilafs, casseroles and soups.

In its natural state, quinoa has a coating of bitter-tasting saponins. While most quinoa sold commercially has been stripped of this coating, it's still a good idea to soak it for 15 minutes and rinse before cooking.

**Recipe:** Prepare quinoa as you would rice. Boil 2 cups of water, or chicken or vegetable stock (quinoa benefits from some seasoning while cooking) and add 1 cup of quinoa. Simmer for 15 to 18 minutes, or until the germ separates from the seed (it'll still have a slight bite). Hot quinoa is also good for breakfast with cinnamon, nuts, fruit and honey.

#### Steel-cut oats

Unlike rolled oats, which are flattened, steel-cut oats (also called coarse-cut or Irish oats) look like small kernels of golden rice. They are rich in fiber; are a good source of vitamins B<sub>1</sub>, B<sub>2</sub> and E; and contain gamma-linoleic acid (GLA), an essential fatty

### The Costco Connection

Check your local warehouse for a variety of healthful foods, including acai juice, agave nectar, flax, quinoa, spelt and steel-cut oats. The new Kirkland Signature™ Ancient Grains cereal contains several of the grains mentioned here. You'll also find over-the-counter fiber supplements and juices.

acid. Research shows eating unprocessed oats regularly can help lower blood cholesterol levels and stabilize blood sugar.

**Recipe:** To cook, add one part steel-cut oats to four parts boiling water. When the porridge begins to thicken (four to six minutes), reduce heat and simmer for 30 to 40 minutes. To cut cooking time, the night before add one part oats to four parts water. Boil for one minute, stir and cover, then turn heat off and leave until morning. Cook as above, simmering until done, approximately 10 to 15 minutes.

Steel-cut oats can also be cooked in the microwave: Mix ½ cup oats with 2 cups water in a large, microwaveable bowl. Cook on high four to six minutes. Remove from microwave, stir and cook for another four to six minutes on high. Steel-cut oats remain chewy even after soaking and cooking.

### Acai berries

The acai berry (which grows only in the Amazon) is said to be one of the most nutritionally dense berries on the planet, with between 10 and 30 times more antioxidants than grapes, pomegranates and blueberries. It's also rich in vitamins, minerals and essential fatty acids, which help prevent heart disease and lower cholesterol.

The acai berry is highly perishable and not available fresh. It's sold instead as a powder, capsule or liquid.

Enjoy acai on its own as a fruit juice drink (it tastes like a combination of blueberries and chocolate), or add acai powder to smoothies and other juices. It's also delicious sprinkled on fruit salads.

### Flax

These tiny brown seeds (or gold ones—there's no difference) are rich in omega-3 fatty acids, alpha-linolenic acid (ALA), lignans and fiber. Studies suggest they help lower the risk of heart disease, protect against certain types of cancer, lower the risk of inflammation that leads to some immune diseases and guard against constipation.

Whole flax seeds add color and crunch to cookies, cereals, salads and pilafs. But because whole seeds are hard to digest, it's best to whirl them in a coffee grinder (used expressly for that purpose) before using or buy milled flax seeds. Sprinkle the powder onto cereal or add it to dough, batter, casseroles and other cooked food. Flax oil, which provides ALA but no fiber or lignans, is excellent on fresh salads.

Flax seeds can be stored at room temperature, but ground flax seeds and flax oil should be refrigerated.

Start out easy—too much flax can initially upset your digestion. The Flax Council of Canada recommends 3 teaspoons of milled flax or 1 teaspoon of flax oil daily.

### Spelt

In cultivation for thousands of years, spelt is referred to as the grandfather of common wheat. High in fiber and rich in B vitamins, spelt also contains a more easily digestible protein than regular wheat, making it popular with people who have an intolerance or allergy to traditional wheat. However, it does contain gluten, making it unsuitable for those with celiac disease.

Replace a portion of wheat flour in any recipe with an equal amount of nutty-tasting spelt flour. Because of its lower gluten content, loaves won't rise as high, but that's not an

issue for cookies or flatbreads such as pizza dough and pita bread.

Whole spelt berries can be soaked overnight and cooked like rice or added to soups like barley or other grains.

Look for these new items in your local Costco warehouse. And kick-start your commitment to a healthy lifestyle by incorporating a few of them into your diet. The new year is a good time to start. 🍴

*Author and cook Laura Langston writes about food and health for a variety of national publications.*

## Grain and bear it

MOST AMERICANS—more than 90 percent of the population—don't eat enough whole grains. That's according to researchers from the U.S. Department of Agriculture, who say in their "Healthy People 2010" report that a lack of whole grains has become the single most common dietary deficiency in America.

Unlike refined grains, whole grains contain the entire seed grain: bran, germ and endosperm. Naturally low in fat, whole grains are an excellent source of complex carbohydrates, fiber and numerous vitamins and minerals (ones unavailable from other sources), as well as phytochemicals and antioxidants. Experts say that regular consumption of whole grains may lower the risk of heart disease, diabetes, obesity and cancer, and help to regulate blood pressure and keep gums and teeth healthy.

The American Heart Institute and the National Cancer Institute recommend that the average adult eat 25 to 30 grams of fiber, commonly found in whole grains, per day. Children need about half that amount. To boost consumption, you can switch to whole-grain bread, substitute whole wheat flour for white flour in recipes, add barley or quinoa to your favorite soup, bake with oatmeal and switch from white to brown rice.

It's also smart to read food labels. Choose breads, cereals and pastas with the word "whole" before wheat. Don't be fooled by terms such as enriched, unbleached, bromated, stone-ground, seven-grain, 100 percent wheat, cracked wheat, multi-grain or organic. Whole wheat (or whole rye, oats or brown rice) should be the first ingredient listed.—LL



Flax seeds

MEDIA BAKERY





The COMPLETE saline nasal-care system includes two OCEAN Complete canisters plus one 1.5 oz. saline nasal spray.

Use **orange tip** for irrigating stream



The irrigating option helps keep sinuses clear and nasal passages moist.

Use **white tip** for moisturizing mist



The moisturizing option provides a soothing mist that helps keep sensitive nasal tissue moist and comfortable.

# The convenient solution for irrigating your sinuses.

**OCEAN Complete<sup>®</sup> Sinus Irrigation** is the only saline irrigation product that is convenient, pre-mixed, sterile and easy to use. It is ready right out of the box! OCEAN Complete cleanses and irrigates sinuses and/or moisturizes nasal passages; because it includes two different tips it can be used two different ways.

**Watch for \$3 off at register January 9–January 29**

A288 Rev 1010

**WAREHOUSE ONLY**



# 5-hour ENERGY<sup>®</sup>

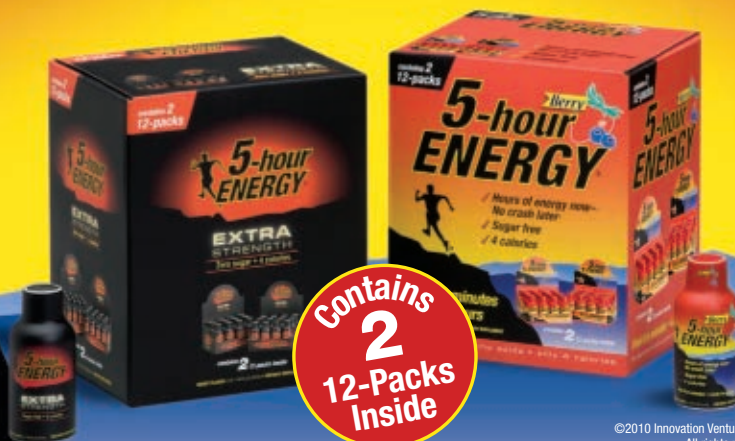
**Made for hard working people.**

America's best selling liquid energy shot now comes in an economical 24-pack. With 5-hour ENERGY<sup>®</sup> you get the alert, productive feeling you want without that 2:30<sup>™</sup> feeling. It's packed with b-vitamins and amino acids – zero sugar and four calories.

†THIS STATEMENT HAS NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

†“No crash” means no sugar crash. 5-hour ENERGY<sup>®</sup> contains no sugar. Individual results may vary. See [www.5hourenergy.com](http://www.5hourenergy.com) for more details.

Contains caffeine comparable to a cup of the leading premium coffee. Limit caffeine products to avoid nervousness, sleeplessness, and occasional rapid heartbeat.



Contains  
**2**  
12-Packs  
Inside

©2010 Innovation Ventures, LLC. All rights reserved.

**WAREHOUSE ONLY**

# Our famously delicious granola now has an ancient cousin.



If you've tried our Pumpkin Flax Plus Granola you know how satisfying and delicious it is. With its wholesome oat clusters, generous sprinkling of pumpkin seeds and omega-3s, it's no wonder it's one of the best-selling granolas in America.

And now we've partnered with Costco to create new Kirkland Signature™ Ancient Grains Granola. It features toasted almonds combined with oats, spelt, quinoa, amaranth and Kamut® Khorasan wheat. Enjoy your breakfast. *Exclusively from Costco Wholesale.*

**Nature's Path Organic.**  
**Eat well. Do good.**

[www.naturespath.com](http://www.naturespath.com)

Visit us at [www.facebook.com](https://www.facebook.com/naturespath) or follow us [@naturespath](https://twitter.com/naturespath)

Available in select locations.  
**WAREHOUSE ONLY**



# Bend Your Knees, Not Your Budget.



©2011 Schiff Nutrition Group, Inc.

526-F50

LOOK FOR OUR  
**LOYALTY PROGRAM!**  
DETAILS ON PARTICIPATING PACKAGES.

## Schiff® Loyalty Rewards

Earn points for valuable savings.  
For full details, visit  
[www.SchiffLoyaltyRewards.com](http://www.SchiffLoyaltyRewards.com)

### Ask your doctor about the benefits of Glucosamine.

Glucosamine is a basic building block of joint cartilage, which helps to maintain structural integrity of joints and connective tissues.

With Schiff® Glucosamine, you can help improve your joint movement and flexibility.



For more information, call  
**1-800-526-6251**

THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

**WAREHOUSE/COSTCO.COM**

# For Relief You Can Trust, Reach for **Advil®**

**NEW!**



The **RIGHT** Sinus Medicine  
for the **REAL** Problem

Sinus Pressure is Often Caused by Swelling  
Due to Nasal Inflammation, **NOT** just Mucus.

Use as directed.



Nothing  
Works  
**Faster\***

Use as directed.  
\*Among OTC pain relievers

Nothing Fights  
Fever **Faster\***  
or Lasts **Longer†**

Use as directed.  
\*Based on reducing fever below 100°F  
†Among leading OTC  
pain relievers/fever reducers



When aches & pains keep  
you up, nothing gives you  
**a better night's sleep\***

Use as directed for occasional sleeplessness associated with minor aches and pains.  
\*Among leading OTC nighttime pain relievers

© 2011 Pfizer Inc. LIQUI-GELS is a trademark or registered trademark of Catalent Pharma Solutions

**WAREHOUSE ONLY**



## INSTANT CONNECTION

### The Ultimate Freedom

With discreet accessories like Bernafon's optional SoundGate for *Bluetooth*® wireless connectivity, it takes little more than the simple touch of a button to instantly connect your *Vérité* or *Veras* hearing aids to your TV, cellphone or home phone.

Get connected to the people – and devices – that matter most in your life today.

To learn more about Bernafon hearing systems with *Bluetooth* wireless technology, contact a Costco Hearing Aid Center\* today at [www.costco.com](http://www.costco.com) or 800.774.2678.



### SoundGate

Enjoy TV, take a phone call or listen to music wirelessly through your hearing aids with *Bluetooth* connectivity accessories from Bernafon.



\*Recent openings: Miami, FL • Pompano, FL • E. Plano, TX  
Coming soon: NE Memphis, TN • E. Vancouver, WA • Mettawa, IL

**VÉRITÉ | VERAS**  
ChannelFree™ Hearing Systems

**bernafon**®  
Your hearing • Our passion  
[WAREHOUSE/COSTCO.COM](http://WAREHOUSE/COSTCO.COM)



# Healthy twists to party platters

# Game-day snacks



By Barb Freda

FUNNY HOW THE Big Game day comes so soon after we make resolutions to start a healthy new lifestyle. Game day almost begs to be the excuse we need to derail our plans.

The truth is there is no magic in starting something on January 1, and a healthy eating plan should be able to fit any special occasion into the works. *The Connection* talked to a couple of experts about how to face Big Game day, what dangers to avoid and what works best in any party situation.

Our two experts are Linda Melone, a California-based certified fitness professional and writer, and Marissa Lippert, a registered dietitian, author of *The Cheater's Diet* and consulting nutritionist to Food Should Taste Good, maker of the multigrain chips found in

select Costco warehouses. These two have created a game-day game plan that will have you scoring your own victories, avoiding penalties in the food zone and celebrating a victory at the end of the day.

## Personal foul, unnecessary roughness

First, sort out the blockers—you know, the things on the table that may just intercept any touchdown passes. Fat-laden dips. Batter-fried chicken wings. Heaping plates of nachos dripping with cheese and sour cream. All those add-ons for the chili: more cheese, more sour cream. Chips that weigh you down, send your sodium count soaring and make you crave more without satisfying you.

## The right game plan

Melone advises partygoers not to approach the party food as “good” food vs. “bad” food. “You don’t want to go to a party and think about dieting,” she advises. “If you’ve had a whole week of eating clean, one party won’t undo that. But do remember it’s Super Bowl Sunday, not Super Bowl weekend.”

“Keep the earlier part of your day on track by eating smaller, lighter meals. That will get you into the party without being starving,” says Lippert. Starving partyers often head straight for the food and devour whatever they see first. Not a good game plan.

“Offer to bring something to the party,” advises Lippert. That way you call the play and know exactly what that dish has in the way of nutrition.

## Survey the field

A smart step is simply to stop and think before eating. “Look at everything before you fill your plate,” says Melone. “Go for the crudité or peeled and cooked shrimp, unless you are really watching your cholesterol. And get a balance. If you really love chicken wings, get a couple, and go easy on the dip.”

Then step away from the wings! (In fact, step away from the table entirely—the more distance you put between you and the food, the less mindless eating you will be doing.)

Go for fiber, advise both Lippert and Melone. Healthy versions of chips and other foods with high fiber and proteins are keys to feeling satisfied with smaller portions. “One serving and your body recognizes a sense of fullness,” explains Lippert.

## Make the right call

Look for indulgent dishes made with healthful ingredients. Go for baked wings rather than fried. Get frozen meatballs made from turkey instead of beef. Make your own healthful version of high-fat dishes (see the roasted squash dip, creamy fresh herb dip and salsa recipes at right).

And, of course, scan the Costco aisles for delicious, easy treats that follow our coaches’ guidelines, won’t get you benched and will have you doing a victory dance in the end zone. **C**

## The Costco Connection

Here are some food finds at Costco that will help you stay on track on game day.

- **Guacamole:** Watch the quantity, but the fats in avocados are the “good” kind (not saturated fat).
- **Hummus:** High in protein and fiber, this dip made from chickpeas satisfies.
- **Salsa:** It’s all good!
- **Vegetable trays:** Prewashed, precut veggies. It couldn’t be easier.
- **Healthier chips:** Look for high-fiber, low-fat, wholesome chips.
- **Shrimp platters:** Cooked, peeled and ready to eat.

*Barb Freda writes about food and teaches cooking classes in Charlotte, North Carolina. You can read about her foodie adventures at [www.babettefeasts.com](http://www.babettefeasts.com).*





MICHAEL LANGONE

## Roasted Squash Dip

½ small pumpkin  
1 butternut squash  
2 acorn squashes  
¼ cup vegetable oil  
1 cup pine nuts, toasted  
1 cup dried cranberries  
3 tablespoons apple cider vinegar  
Salt and pepper to taste  
Multigrain tortilla chips, optional

Preheat oven to 450 F. Peel, de-seed and finely dice pumpkin and squash, and place in a large bowl. Add vegetable oil, season with salt and pepper, and toss to combine. Spread evenly in a single layer on baking sheets. Place in oven and roast until soft, occasionally tossing to prevent burning, about 20 to 25 minutes.

Remove roasted squash to a mixing bowl, and add pine nuts, cranberries and apple cider vinegar. Toss to combine and reseason if necessary. Refrigerate or serve warm with tortilla chips. Makes approximately 8 to 10 servings, or 3 to 4 cups.

Recipe courtesy of Food Should Taste Good®, maker of multigrain tortilla chips available at select Costcos. ([www.foodshouldtastegood.com](http://www.foodshouldtastegood.com)).

## Creamy Fresh Herb Dip

1 cup low-fat plain Greek yogurt  
4 teaspoons fresh lemon juice  
1 to 2 teaspoons honey  
2 teaspoons Dijon mustard  
2 teaspoons chopped parsley  
2 teaspoons fresh chopped dill  
2 teaspoons lemon zest  
Freshly ground black pepper and salt, to taste



IRIDIO PHOTOGRAPHY

In a small bowl, whisk together all ingredients until blended. Refrigerate until serving. Makes about 1 cup.

Recipe courtesy of Linda Melone, CSCS ([www.lindamelone.com](http://www.lindamelone.com)).

## Fresh Roma Tomato and Cucumber Salsa

2 pounds Houweling's\* Roma Tomatoes on the Vine, seeded and chopped into large chunks  
2 cups diced Houweling's\* mini cucumbers  
½ cup finely chopped red onion  
1 tablespoon chopped garlic  
2 jalapeños, stemmed, seeded and chopped  
1 tablespoon olive oil  
1 tablespoon red wine vinegar  
Juice of 1 lime  
Coarse kosher salt  
¼ cup chopped fresh cilantro  
Tortilla or pita chips, for serving

In a medium bowl, combine tomatoes, cucumbers, onions, garlic and jalapeños.

In a small bowl, beat oil and vinegar with a whisk or fork until well emulsified. Add lime juice, salt to taste and cilantro.



IRIDIO PHOTOGRAPHY

Pour the dressing over the tomato mixture and toss thoroughly. Chill for 30 minutes before serving. Serve with tortilla or pita chips. Makes 6 to 8 servings.

\* Brands may vary by region; substitute a similar product.





#1 dermatologist- and pediatrician-recommended brand  
of cleansers and moisturizers.<sup>1</sup>



**Cetaphil® Gentle Skin Cleanser**  
Mild, non-soap cleansing



**Cetaphil® Moisturizing Lotion**  
Everyday lightweight hydration



**Cetaphil® Moisturizing Cream**  
Long-lasting intense hydration

- Mild and won't clog pores
- Developed for everyday use on your entire body

©2011 Galderma Laboratories, L.P. Galderma is a registered trademark. Galderma Laboratories, L.P. 14501 N. Freeway, Fort Worth, TX 76177  
CETA-228 Printed in USA 01/11 1. Awareness, Trial and Usage, May 2010

WAREHOUSE ONLY

**GALDERMA**  
Committed to the future  
of dermatology



**Now available at Costco**

# Clinically Proven Weight-Loss Results<sup>1</sup>

**7x More Weight Lost** by Subjects in Two Clinical Trials!<sup>2</sup>  
• Significantly Reduce BMI • Increase Energy!<sup>3</sup>

**Clinically Proven Key Ingredients<sup>4</sup>**

**Before** **After 16 weeks**

**LOST 42 LBS.**

Brittany Dobrin – Toronto, ON

STUDY 1 12 WEEKS	STUDY 2 8 WEEKS
20.9 POUNDS	16.5 POUNDS
1.7 POUNDS	1.7 POUNDS
Placebo	Placebo

<sup>1</sup>Clinically tested in two studies where all groups followed a calorie-reduced diet, the key ingredients are proven for better weight-loss results than dieting alone! In study 1 (12 weeks), individuals using *Hydroxycut* key ingredients lost an average of 20.9 lbs. vs. those taking a placebo, who lost 1.7 lbs., and in study 2 (8 weeks), the results were 16.5 lbs. vs. 1.7 lbs!

<sup>2</sup>I've reviewed the studies of the clinically proven key ingredients. Subjects lost significantly more weight than dieting alone. I highly recommend new *Pro Clinical Hydroxycut*™

— Dr. Jeff Delson, M.D. New York, NY

**NEW**  
**PRO CLINICAL HYDROXYCUT**  
**Lose Weight™**

Lose More Weight Than Dieting Alone  
Significantly Reduce BMI  
Increase Energy

Dietary Supplement 2 x 60 Rapid Release Capsules

Brittany used *Hydroxycut* with diet and exercise and was remunerated.

<sup>2</sup>Data analysis of the results on the key *Hydroxyprovia*™ ingredient blend in *Pro Clinical Hydroxycut*™ showed that test participants lost 7 times more weight than placebo subjects.

<sup>3</sup>Another ingredient (caffeine anhydrous [1,3,7-trimethylxanthine]) supports increased energy.

<sup>4</sup>The key ingredients in the *Hydroxyprovia*™ blend in *Pro Clinical Hydroxycut*™ are *Alchemilla vulgaris*, *Olea europaea*, *Cuminum cyminum* and *Mentha longifolia*.

Please read entire label before use. © 2010.

WAREHOUSE ONLY

# ***HOT WING HEARTBURN?***



## ***NOTHING WORKS FASTER***

Stock up with a \$3.50 coupon for TUMS®, Beano®, Citrucel®  
and FiberChoice® in this January's Costco Coupon Book





**Side effects may include an increased passion for life.**

**Want to improve your joint health?** Feel like you can do anything with **Move Free® Advanced**. It starts comforting sore joints in less than 7 days.<sup>1</sup> The clinically tested premium formula in **Move Free® Advanced** actually helps improve your joint health. *And having healthier joints allows you to do the things you've always loved to do.*

**GLUCOSAMINE** - Rebuilds joints by strengthening and protecting.  
**CHONDROITIN** - Lubricates and cushions joints.  
**UNIFLEX®** - Protects joints from harmful oxidants that accelerate the breakdown of cartilage and joint tissue.  
**JOINT FLUID** - Replenishes, rejuvenates, rehydrates and lubricates joints.

**For more information, call 1-800-526-6251**



**PROUD SPONSOR**  
of the



Schiff®, the maker of Move Free®, is proud to support the Arthritis Foundation's efforts to help people take control of arthritis. For information about arthritis, contact the Foundation at 800-568-4045 or [www.arthritis.org](http://www.arthritis.org)

**THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE PRODUCTS ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.**

<sup>1</sup> Independent human clinical study (Los Angeles, 2008).  
© 2011 Schiff Nutrition Group, Inc.

651-A1

[WAREHOUSE/COSTCO.COM](http://WAREHOUSE/COSTCO.COM)





Paperbacks  
available late  
December



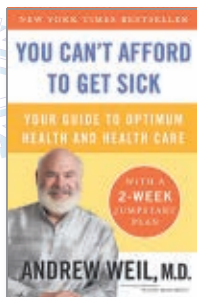
Paperbacks  
available late  
December

### REGAIN YOUR POWER WITH POWER FOODS

Tap into the proven health benefits and disease-fighting properties in 38 of the world's most powerful foods, including berries, tomatoes and nuts. Simply by incorporating more of these incredible foods into your daily meals, you can lead a healthier life. With 150 quick, easy, flavorful recipes, **Power Foods** (Clarkson Potter) makes eating well simple and more delicious than ever. And look for the **Everyday Food** series from the kitchen of Martha Stewart Living.

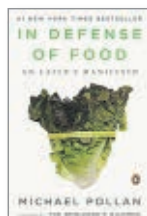
### TRAINING, FROM THE INSIDE OUT

Take exercise to another level with strength training, stretching and yoga books that bring anatomy to life with detailed, full-color illustrations. It's like having an X-ray for each exercise (Human Kinetics).



Paperback available  
early January

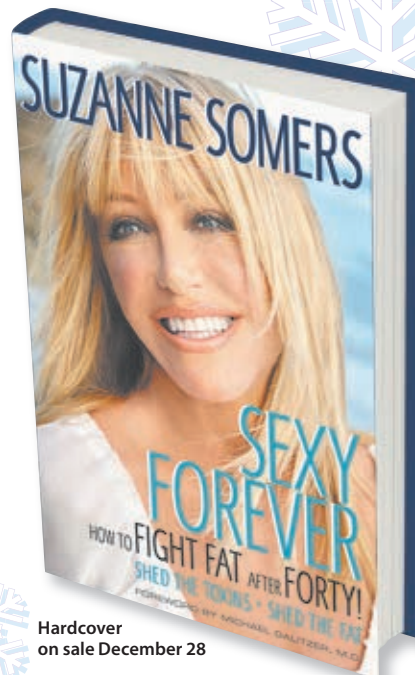
wellness has become a national crisis. Now, Dr. Weil, the country's best-known doctor, offers concrete solutions in **You Can't Afford to Get Sick** (Plume). The industrialized Western diet has left Americans overfed and undernourished. Rethink your eating habits with **In Defense of Food** (Penguin).



Paperback available  
early January

### TAKE CARE OF YOUR HEALTH NOW

America's lack of

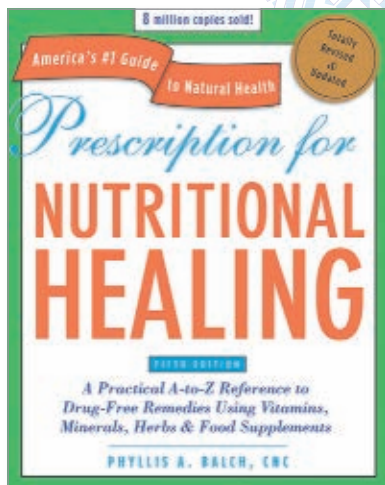


Hardcover  
on sale December 28

### DON'T LOSE THAT SIZZLE!

Suzanne Somers has dedicated her life to finding the solution for permanent weight loss. It's no secret that the metabolism slows to a crawl after the age of 40, so in **Sexy Forever** (Crown), Suzanne uses cutting-edge information on health, hormones and more to rev up that sluggish metabolism and achieve optimum fitness from the inside out.

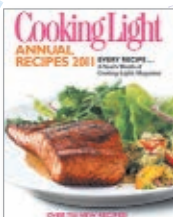
# Take care of your health in the new year.



Available late December

### DRUG-FREE REMEDIES

Written by a medical doctor and a certified nutritional consultant, **Prescription for Nutritional Healing** (Penguin) is a comprehensive guide to treating more than 300 different health conditions. Packed with practical advice, from how to beat high blood pressure to the best way to handle infections, this handy reference tool will set you on the road to health without using medication.



Hardcover available  
early January

healthful cooking. The annual collector's edition offers an array of menus and meals that can be served each night with pride. Each recipe is tested several times by *Cooking Light* editors to ensure that they are not just healthy, but also tasty and easy to prepare.

### DON'T GIVE UP THE FOODS YOU LOVE

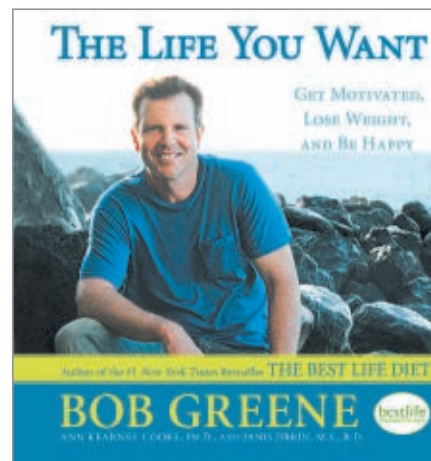
*The Biggest Loser* contestants work hard to lose weight and improve their lives. To maintain their new lifestyle, they keep cravings in check by choosing healthier versions of their favorite foods. Now you can create the same meals at home with **The Biggest Loser Cookbooks**. With hundreds of affordable, delicious recipes for the whole family, making healthy choices has never been easier!

### EAT SMART, BE FIT AND LIVE WELL

More than 750 new recipes featured in **Cooking Light Annual Recipes 2011** (Oxmoor House) highlight the newest trends in



Paperbacks  
on sale early  
January



Hardcover on sale December 28

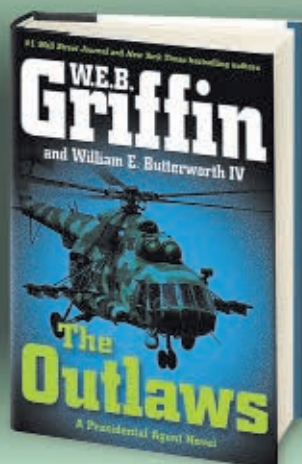
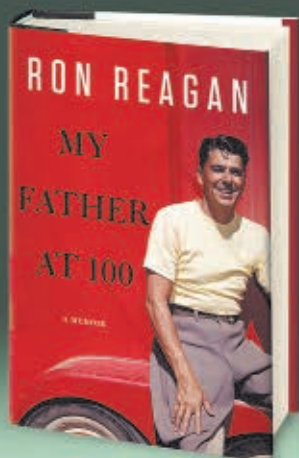
### CLAIM THE LIFE YOU DESERVE!

Bob Greene's life-changing Best Life plan has helped millions lose weight and get in shape. Now, Oprah's trusted diet and nutrition expert explores the latest science of emotional eating and offers practical tips about boosting motivation. It's hard enough to lose the weight, but maintaining that loss is another struggle. **The Life You Want** (Simon & Schuster) helps readers to overcome their hurdles—once and for all.

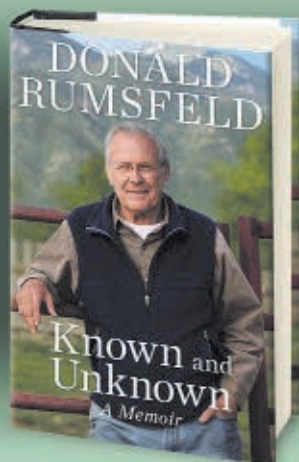


## READ THE HOTTEST NEW TITLES FROM PENGUIN GROUP

ON SALE  
1/18



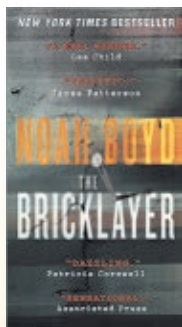
ON SALE  
12/28



ON SALE  
2/8



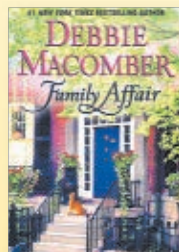
PENGUIN GROUP (USA) INC.  
WWW.PENGUIN.COM



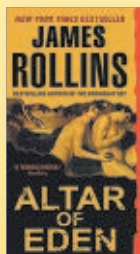
Paperback on sale  
December 28

### UNEXPECTED LOVE AND SECOND CHANCES

Lacy Lancaster's life would be much easier if her impossible neighbor, Jack, and his cat named Dog wouldn't disrupt it so often. But when Lacy learns that things with Jack aren't quite what they seem, she suddenly sees the possibility of second chances in **Family Affair** (William Morrow), new from Debbie Macomber.



Hardcover on sale  
January 4



Paperback on  
sale December 28

### HORROR HAS BEEN UNLEASHED UPON THE WORLD

State vet Lorna Polk investigates an abandoned boat carrying exotic caged animals. Each is a disturbing mutation that possesses incredibly heightened intelligence. And one has already escaped. Lorna races to uncover the truth about the beasts before it's too late in **Altar of Eden** (HarperCollins).



Hardcover on sale December 28

### THE CLOCK IS TICKING

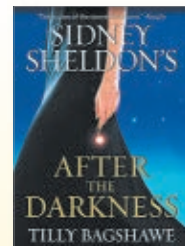
Domestic terrorists are killing people and threatening more murders if their financial demands aren't met. But the blackmailers are wily, and when they prove to be too much for the FBI it becomes clear that the FBI needs to call in

someone who can handle the impossible, an ex-agent who doesn't play by the rules—it's time to call in **The Bricklayer** (HarperCollins).

### NEW, FROM THE MASTER SIDNEY SHELDON

When Larry Brookstein, the king of the Wall Street social scene, suddenly vanishes, authorities believe his death was no accident. But Grace, his young, naive wife, won't accept the allegations, and vows to learn the truth—even if it destroys her, in Sidney Sheldon's

**After the Darkness** (HarperCollins).

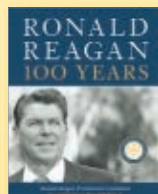


Paperback on sale  
December 28



Paperback on sale  
December 28

Unfortunately, the solutions lie buried in the ruins of tomorrow, and once they cross into **Ghost Country** (HarperCollins), they may not be able to get back.



Hardcover on sale  
January 4

the life of the 40th U.S. president. With more than 500 photos offering tribute to Reagan's life—from his humble childhood to his final days, and everything in between, plus personal memorabilia from the family archives—**Ronald Reagan** offers real insight into the life and times of a remarkable man.

### CELEBRATING AN INCREDIBLE AMERICAN LIFE

An intimate, behind-the-scenes look at one of America's beloved icons, **Ronald Reagan** (Collins Design) is a complete, visual celebration of

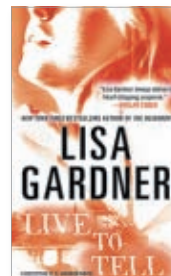
### SOMETIMES THE DEAD RETURN

Two decades ago, a killer went on a brutal spree. He was killed by a 14-year-old boy. Now someone is murdering families again, re-creating the crimes. Homicide detective

John Calvino is sure his family will be targeted and he'll be forced to relive the night he killed a killer. Sometimes death is not a one-way journey. Read **What the Night Knows** (Bantam), a ghost story from Dean Koontz.

### THE TIES THAT BIND CAN KILL

A family is brutally murdered. The father survives and is a suspect, but detective D.D. Warren knows there's more to the case than meets the eye. Danielle Burton survived a tragedy 25 years ago, and as the anniversary approaches she realizes it's not over. Three women connect in unexpected ways and learn that the most devastating crimes are the ones closest to home in **Live to Tell** (Bantam).



Paperback on sale  
December 28

# Picture perfect

## Exploring some of life's greatest fears

By Hope Katz Gibbs

FROM A FATAL car crash and the death of a parent to comforting a chronically sick child and coping with infidelity, life's greatest challenges play out in the pages of *Pictures of You* by Caroline Leavitt.

Here's the scenario: Two slightly desperate women get into their cars late on a September afternoon in an attempt to run away from their marriages. On a windy, foggy highway they collide. The survivor is left to pick up the pieces, and not only of her own life. Within months she becomes involved in the lives of the other woman's devastated husband and fragile son, who suffers from chronic asthma. Can they build a new life together?

"I'm always obsessed with what pulls people together and what tugs them apart, particularly families," Leavitt tells *The Connection* from her home in New Jersey. "I love to try to figure out how people are at their best, or their worst, in difficult situations. In *Pictures of You*, my goal was to explore the idea of how well we really know those we love, and whether or not we can open our hearts to forgive the unforgivable. Can life be derailed without being ruined?"

This novel, which is Leavitt's ninth in the last two decades, is the first with an air of mystery to it. She also tackles one of her own personal sorrows. Like Sam, the boy in the story, Leavitt suffered from life-threatening asthma as a child.

"It was always a shameful thing for me, something that made me feel weird and different, so I

never talked about being sick with anyone," says Leavitt. "But years ago, the character of Sam popped into my head and wouldn't go away. I didn't like the idea of writing about asthma, but when I told a good writer friend about it, she wisely advised that if I didn't want to, I probably should."

Then an odd thing happened. As Leavitt wrote about Sam, her symptoms began to disappear.

"I don't think it was the asthma that was being healed as much as my personal shame of being a sick child," she insists, noting that the book also enabled her to tackle her phobia of driving. "Suddenly I was talking to everyone about the things I had buried for decades, and I honestly felt better."

Of course, Leavitt has long known that writing is a cathartic experience. A writer since she was a child, she felt a special passion for short stories. But soon after winning first prize in *Redbook* magazine's Young Writers Contest for "Meeting Rozzy Halfway," when she was 26, several New York agents called asking if they could sell it as a book.


"When one of the agents successfully sold it, she called to tell me the good news—and I nearly threw up," jokes Leavitt, who says that turning the short story into a novel was the most painful thing she has done in her writing life. But by the end of the two-year process, she found a new true love.

"Writing a short story is like going on a great date, and writing a novel is like embarking on a marriage," she believes. "You really get to know your characters, and you get extremely involved in their stories. I could never go back to the dating phase of my life."

Leavitt says that writing is like a drug to her—one that keeps her sane.

"In my books, I delve into difficult situations and work them out," she explains. "It's where I put all the things I'm afraid of and obsess about. This makes me a much happier person in regular life."

Fortunately, her husband can relate. He's music journalist Jeff Tamarkin.

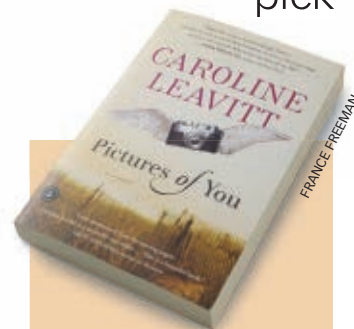
"Our son, Max, is 14 and never reads any of our articles or books," Leavitt admits. "Why would he? Both of his parents are writers, and it's kind of boring to him. But at some point he or one of his girlfriends will want to. Now that could be the topic for another novel." 

*Hope Katz Gibbs is a freelance writer who—like Caroline Leavitt—uses the magic of writing to vanquish her demons.*



Caroline Leavitt

THADEUS ROMBAUER



I'VE BEEN KNOWN to occasionally fall for a science-fiction book, but overall I prefer what I read to be a reflection of the world as we know it, rather than a vision of a world yet to come. If you, too, look for richly developed characters who move fluidly through a well-paced plot, then Caroline Leavitt's *Pictures of You* is an ideal read.

The story begins with two women running away from home. When their cars collide on a foggy highway, one is killed. The survivor, trying to heal herself, sets out to help the husband and child left behind by the deceased. Once their lives intersect, the unlikely trio fumble through questions of forgiveness, love, truth and what really matters.

You may not love all of the characters who inhabit these pages, but you won't be let down if you decide to follow them on their journeys.

**For more book picks, see page 87.**

## Signed book giveaway

COSTCO HAS 50 COPIES of Caroline Leavitt's *Pictures of You* with a signed book plate to give away. For a chance to win, send an e-mail with your name and mailing address to [giveaway@costco.com](mailto:giveaway@costco.com), with **"Caroline Leavitt" in the subject line.** Or print your name, address and daytime phone number on a postcard or letter and send it to: Caroline Leavitt, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.**

Purchase will not improve odds of winning. Sweepstakes is sponsored by Algonquin Books, P.O. Box 2225, Chapel Hill, NC, 27515. Open to legal residents of the U.S. (except Puerto Rico) who are age 18 or older at the time of entry. One entry per household. Entries must be received by February 1, 2011. Winners will be randomly selected and notified by mail on or before March 1, 2011. The value of the prize is \$13.95. Void where prohibited. Winners are responsible for all applicable federal, state and local taxes. Odds of winning depend on the number of eligible entries received. Employees of Costco or Algonquin Books and their families are not eligible.

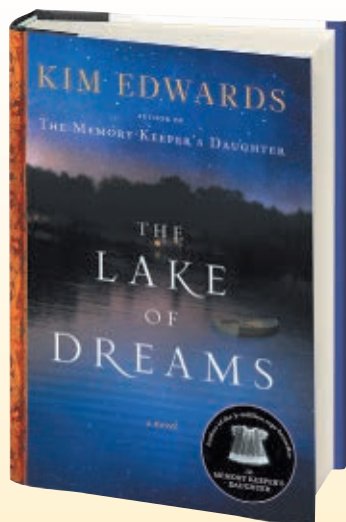
FRANCE FREEMAN



Pennie Clark Ianniciello  
Costco Book Buyer



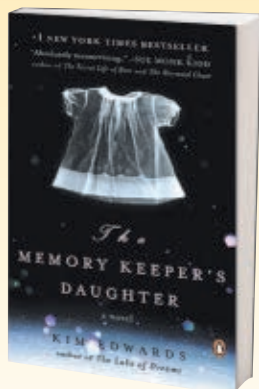
NEW from the #1 *New York Times* bestselling author of  
*The Memory Keeper's Daughter*  
**KIM EDWARDS**



## ON SALE JANUARY 4

Kim Edwards' arresting new novel tells the story of a woman's homecoming to the lake of her childhood and the discovery of a secret past that will alter her understanding of her family forever.

AVAILABLE NOW:



"Absolutely mesmerizing."

—Sue Monk Kidd, author of  
*The Secret Life of Bees*



Members of  
Penguin Group (USA)  
penguin.com



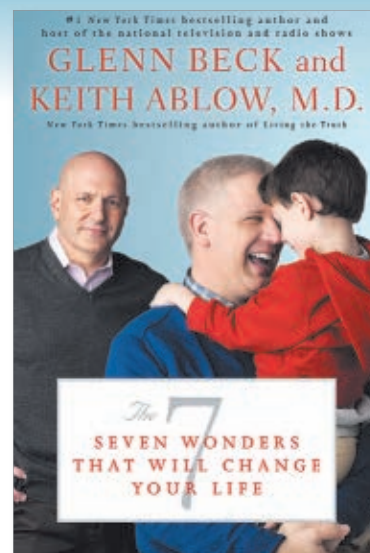
PENGUIN  
BOOKS

# Something for every reader in the house.

## PREPARE TO CHANGE YOUR LIFE

Radio and television host Glenn Beck joins forces with bestselling psychiatrist Dr. Keith Ablow to present a powerful guide to personal fulfillment. What Keith had studied, Glenn had lived as an addict. And what Keith had counseled patients on, Glenn had suffered. These insights became the seven wonders that are the essential ingredients for anyone attempting to transform his or her life. In **The 7** (Threshold Editions), readers will learn how to find the strength and courage to make real change.

Hardcover on sale January 4



## A NEW TWIST ON THE CLASSICS

Little readers will love the big, colorful pages in sturdy, oversize board books. Durable and strong, Big Golden Board Books (Random House) are made to outlast the reading and rereading of storytime favorites. Spend some time with Andy's toys in **Toy Story 3**, go for a royal underwater adventure with **The Little Mermaid**, meet everyone's favorite playful pal **The Poky Little Puppy** and more.

Hardcovers available mid-January

## NEVER STRESS OVER MEAL PLANS AGAIN

Meal planning is simple when you trust an old friend. **Busy Family Recipes** (Publications International) is full of easy recipes that are sure to please the whole family. Choose dishes you can cook in less than 20 minutes, or dinners you can make with four ingredients or less, or meals that simmer in your slow cooker that are ready at the end of the day and more. With more than 90 recipes to choose from you'll be able to whip up a family-pleasing menu that suits every taste.

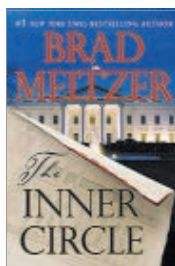


Hardcovers  
available  
mid-January

## FROM THE AUTHOR OF TRUE COLORS

Two grown daughters find it difficult to carry out their dying father's last wish: Take care of their difficult, Russian-born mother. But with the help of a little vodka and a journey to Alaska, the three women discover each other and even learn a little something about themselves along the way in **Winter Garden**, (St. Martin's Griffin), now in paperback.

Paperback available early January



## HIDDEN STORIES AND PRESIDENTIAL SECRETS

#1 *New York Times* bestselling author Brad Meltzer returns to Washington, D.C., to tell a story of lies and deception at the highest levels of government, where secrets whose roots go back to our Founding Fathers could have terrifying repercussions today as Beecher White, a young archivist working in the storehouse for the most important documents of the U.S. government, finds himself entangled in a web of conspiracy and murder in **The Inner Circle** (Grand Central Publishing).

Hardcover on sale January 11

# January

## Book buyers' picks



FRANCE FREEMAN

### NONFICTION

**Easy as Pi**, by Jamie Buchan; **The Classics**, by Caroline Taggart; **E = MC<sup>2</sup>**, by Jeff Stewart; and **Spilling the Beans on the Cat's Pajamas**, by Judy Parkinson. Did you know that there's a seldom-used 13th sign in the zodiac? Have you forgotten most of the physics you learned in high school? Maybe you, like me, have pondered the origin of expressions such as "read the riot act" or "keep your powder dry." Or, just maybe, you're forever confusing Hercules and Hermes or sirens and harpies. If any of this sounds familiar, or if your New Year's resolution is to keep your brain in shape, one of these titles is bound to appeal to you.

—Jonna Erickson, assistant buyer, books

**Power Foods: 150 Delicious Recipes with the 38 Healthiest Ingredients**, from the editors of *Whole Living Magazine*. I've long thought that finding the right cookbook would make me want to broaden my cooking repertoire. I just hit pay dirt. Not only do the recipes in this book feature healthy ingredients such as kale, beets, quinoa and wild Alaskan salmon, they are easy to follow and make. I dare you to take a look at the gorgeous photos without your mouth watering or stomach rumbling.

—Jeffrey Purtell,  
inventory control specialist, books

### FICTION

**The Outlaws**, by W.E.B. Griffin and William E. Butterworth IV. As the father of three young children, I have a soft spot for parent-child collaborations. Add some fast-paced action, from an author who had counter-intelligence training when he was in the Army, and you've got a great mix. In this book, Charlie Castillo's secret unit has been disbanded, but that doesn't mean he's out of

business. When a FedEx package arrives bearing photos of barrels containing some of the most dangerous biohazardous materials on earth, Castillo starts asking who has them, and what do they want? He has a feeling he's not going to like the answers.

—Josh Lilly, inventory control specialist, books

### JUVENILE

**Where's Waldo?; Where's Waldo Now?; Where's Waldo? In Hollywood; Where's Waldo? The Wonder Book; Where's Waldo? The Fantastic Journey; and Where's Waldo? The Incredible Paper Chase**, by Martin Hanford. That hat! Those glasses! The red-and-white-striped sweater! He's a character we'd all know anywhere, but where, exactly, is he? Waldo has been providing fun for the entire family for more than 20 years. And searching for him in this assortment at the fair, on the beach or in exotic locales is as much fun today as it was when I was a kid.

—Melissa McMeekin,  
assistant buyer, books

# Blu-ray/DVD buyers' picks

A NEW YEAR symbolizes a time to refresh and renew one's life. So while you're making resolutions to recharge yourself, why not take time to update your DVD library? Here are some suggestions to help guide you.

—Stacy Thraillkill, Costco media buyer

**The Social Network**. In 2010, a Harvard computer genius created a website where people could gather with their friends for virtual camaraderie. It was called Facebook, and no one suspected that in a few years it would become a worldwide phenomenon worth billions of dollars—especially those who were there at its inception. This is their story, told through a dramatic prism. It's been touted among last year's best, with a top-quality script by Aaron Sorkin (*The West Wing*, *A Few Good Men*), direction by David Fincher (*Zodiac*, *The Curious Case of Benjamin Button*) and star-making performances by Jesse Eisenberg and Justin Timberlake. PG-13

—Cody Yapple, assistant media buyer

**Buried**. This is a harrowing tale of a civilian contractor in Iraq who is taken captive and buried in a coffin-like box. It is all told from the perspective of the contractor, with other characters only heard through the captive's cellphone. Ryan Reynolds gives a career-

COURTESY OF SPHE



changing performance with solid direction from Rodrigo Cortéz. A powerful, tense tale with an ending that will leave you gasping for air, *Buried* is not for the claustrophobic. R—ST

**Jack Goes Boating**. In this part romantic comedy, part poignant drama, Philip Seymour Hoffman makes his directorial debut and stars as Jack, a socially awkward New York City limo driver. His friend and co-worker, Clyde (John Ortiz), introduces him to the equally awkward Connie (Amy Ryan) and romance—yes, an awkward one—blossoms. Based on an off-Broadway play by Bob Glaudivi (with a screenplay adapted by the playwright), the film made me laugh and cry, leaving me with the feeling that there's someone for everyone. R

—Myeesha Parker, assistant media buyer

©2010 BIG BEACH LLC AND OVERTURE FILMS, LLC. ALL RIGHTS RESERVED.



Jack Goes Boating

## Street date list

**December 28**  
*The American*  
*Resident Evil: Afterlife*

**January 4**  
*Big Love* Season 4

**January 11**  
*Alpha & Omega*  
*Dinner for Schmucks*  
*The Social Network*

**January 18**  
*Buried*  
*Jack Goes Boating*  
*Takers*

**January 25**  
*The Girl Who Kicked the Hornet's Nest*  
*Red*  
*Secretariat*

Dates and titles subject to change



# Kids!

books & more



## Kids' pick!

Melissa McMeekin,  
assistant buyer, books

MOST PEOPLE THINK of the end of summer as back-to-school time, but the end of winter break is also a challenge for some kids. Costco is a great source for workbooks and educational materials, year-round. Our children's book run offers selections for all ages, starting with preschool. We have the Kumon workbook packs that help even the littlest fingers learn skills like tracing, pasting and letter recognition. The *Brainquest* workbooks and *School Zone Big Pencil* series offer help for multiple subjects up through grade 4. Carson-Dellosa Publishing, a trusted brand in educational publishing, has *Homework Helper* packs as well as some *Total Math* and *Total Reading* workbooks for children who need extra focus in those areas. But don't forget, learning is also fun. *Where's Waldo* books provide hours of entertainment for the whole family. We will have the *Match-It* puzzle series with self-correcting pieces to help little learners work on their own. The *Science Lab* series from Silver Dolphin provides hands-on learning for budding scientists of all ages. Even though we like to think parents have all the answers, the *Children's Weather Encyclopedia* will help you out with those tough questions. Let Costco help make school easier for the whole family.

Three-pack sets  
available mid-January



Two-pack sets  
available mid-January

### UNLOCK YOUR CHILD'S TRUE POTENTIAL

Your child's learning begins with the **Kumon First Steps** workbook series. Two-pack sets are designed to help little ones (ages 2+) develop fine motor control skills, such as coloring and folding, that are vital to a good educational foundation. The three-pack sets of Kumon workbooks help children fine-tune motor control skills as well as introduce numbers, counting, letters and words. Kumon workbooks (ages 2 through 7) are a step-by-step program that gradually introduces new concepts to ensure a fun and engaging learning experience for children at any level, all the while challenging them to master each skill in turn without frustration.

### 1 + 1 = FUN!

#### SCHOOL ZONE'S SOFTWARE & WORKBOOK COMBOS ARE SMART CHOICES FOR KIDS.

These BIG book duos are the perfect mix of traditional practice and high-tech learning. They're developed by a teacher to reinforce what is being taught at school or introduce new skills to a child who needs more challenging material. Start your child's learning adventure today with the most experienced, trusted and popular publisher of preschool and elementary workbooks, software and flash cards.



Available  
early January



Available  
early January

### THE TOTAL SOLUTION FOR MATH AND READING SUCCESS!

Designed by experts in education, Carson-Dellosa Publishing's **Total Math** and **Total Reading** series offer young learners in preschool to grade 6 everything they need to achieve math and reading success. Each 352-page, full-color workbook encourages critical thinking and provides in-depth practice in skills required for standardized tests and school success. Stickers and a poster are included with each book!



Available  
mid-January

### SURPRISES CAN BE FOUND ON EVERY PAGE

With more than 125 flaps in each book, the **Lift-A-Flap** series (Carson-Dellosa Publishing) is a favorite with young learners ages 3 and up. Lift the flaps on each page to learn important vocabulary words, letters, and patterns. Each book features memory-matching games, mazes and counting activities. Choose from **Out in Space**, **In the Ocean** and more.

## A GREAT WAY TO REINFORCE CLASSROOM LEARNING

The *BrainQuest* series (Workman Publishing) is the perfect way for young learners to get a head start on their fundamentals. Students feel simultaneously challenged and capable with a wide variety of activities on all types of topics, posed to them in colorful and even entertaining workbooks. Created by a panel of award-winning educators and written to help parents follow and explain key concepts, **BrainQuest** is the key to early success!



Available early January

## HELP IS HERE!

Developed for students in preschool to grade 3, *Homework Helpers* (Carson-Dellosa Publishing) has something for everyone — for those who may need a little extra practice with basic skills, for accelerated students who want an extra challenge and for those just starting to develop basic concepts and skills. Each 56-page, full-color activity book is geared to a specific grade level and will help boost self-confidence. **Reading Comprehension** offers extra help for budding readers, and **Numbers** is a fun way to learn math basics and much more!



Available mid-January, books are sold in six-pack sets

## HANDS-ON FUN FOR THE BUDDING SCIENTIST

Curious children are introduced to the fascinating world of science in this new series from Silver Dolphin. Conduct more than 50 fun experiments using the included components along with common household items. Step-by-step instructions and diagrams show kids how to whip up a mini tornado in **Weather Lab**, assemble a 3-D viewer in **Optical Illusions Lab**, construct a balloon hovercraft in **Science Lab**—and much more!

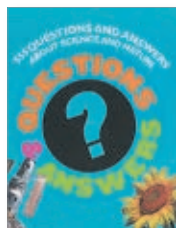


Available mid-February

## SATISFY THE CURIOUS KID IN YOUR HOUSE

Children ask the craziest questions, and sometimes Mom and Dad don't know the answer. That's where Parragon Inc. comes in.

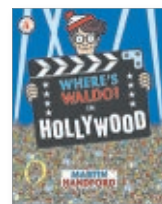
With books like the **Children's Weather Encyclopedia** and the **Big Book of Q&A**, you'll have information on nature, people, places, history and more at your fingertips!



Available early January

## JOIN IN THE HUNT FOR THE ELUSIVE WALDO

Young readers will spend hours of eye-boggling, educational fun searching for the famous wanderer. Children are challenged to find Waldo, artfully camouflaged in a new location on every spread. There are so many things for Waldo-watchers to look for as he travels to movie sets, around the world, back in time and more!



Available early January

## PIECE TOGETHER A GREAT LEARNING EXPERIENCE

**Match It!** puzzles (The Learning Journey) teach educational skills in a totally creative and interactive way. Match the pieces together to learn something new. The puzzle pieces are self-correcting so little learners will be able to work without help from parents. Learn basic mathematical skills, spelling concepts, vocabulary, counting and more!



Available now, puzzles are sold in two-pack sets



# Instant savings for Costco members

Instant savings from our suppliers for a limited time in the warehouse. No coupons required.

Instant rebate deducted at register. No item limit per member.

**\$20<sup>00</sup> OFF**

**\$59<sup>99</sup> AFTER \$20 OFF**  
VALID JAN. 3–JAN. 9, 2011



## True Innovations Task Chair

Functional and stylish, this chair features contrasting, double-stitched seams, a sculpted pneumatic handle, contemporary base with silver accents, push-button height-adjustable arms, and breathable sport mesh fabric for flow-through comfort in the seat and back cushions. Item #491520

**\$5<sup>00</sup> OFF**

**\$19<sup>99</sup> AFTER \$5 OFF**  
VALID JAN. 3–JAN. 16, 2011

## Nordic Ware Wok

This 14" wok is constructed from aluminized steel and features cast-stainless-steel handles with a professional-style silicone grip. Item #527676



**\$3<sup>00</sup> OFF**

**\$11<sup>99</sup> AFTER \$3 OFF**  
VALID JAN. 3–JAN. 16, 2011

## Rubbermaid Cereal Keeper 3-Pack

Each 1.5-gallon keeper is perfect for cereal or snacks. Flexible rubber lid keeps contents fresh and secure. These keepers can hold up to 8 pounds of Kirkland Signature™ Trail Mix or 6 pounds of Kirkland Signature Cashew Clusters. Item #416787



**\$7<sup>00</sup> OFF**

**\$34<sup>99</sup> AFTER \$7 OFF**  
VALID JAN. 3–JAN. 16, 2011

## Brita Pitcher Replacement Filters

One Brita filter replaces as many as 300 standard 16.9-ounce plastic bottles and filters up to 40 gallons of water. Item #766229

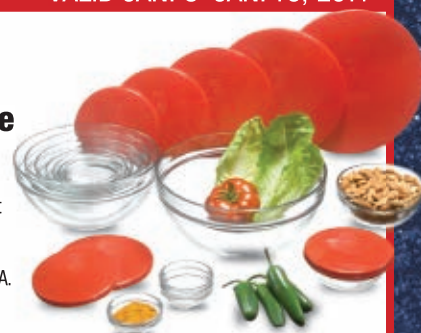


**\$4<sup>00</sup> OFF**

**\$15<sup>99</sup> AFTER \$4 OFF**  
VALID JAN. 3–JAN. 16, 2011

## ARC 21-Piece Prep and Storage Bowl Set

Constructed from fully tempered, break-resistant glass. Bowls nest inside one another, simplifying storage. Microwave, freezer and dishwasher safe. Crafted in the USA. Item #539799



**\$3<sup>00</sup> OFF**

**\$15<sup>99</sup> AFTER \$3 OFF**  
VALID JAN. 3–JAN. 16, 2011

## Contigo Autoseal Water Bottle 3-Pack

Does not spill or leak, and is easy to use with one hand. Features break-resistant Tritan construction and 24-ounce capacity. Item #528530



**\$1<sup>50</sup> OFF**

**\$7<sup>49</sup> AFTER \$1<sup>50</sup> OFF**  
VALID JAN. 3–JAN. 16, 2011

## Apache Kitchen Mat

This 100% stain-proof mat adds comfort and style to any kitchen décor. Double-sink size measures 20" x 42". Item #465895





Items not available at all locations. Selection varies by location.  
Limited to stock on hand. No rain checks. Prices vary by location.

**\$7<sup>00</sup> OFF**

VALID JAN. 3–JAN. 16, 2011

### Hollander Dreamy Nights® Mattress Pad

The mattress pad features a soft, stain-resistant cotton top, and is filled with Cluster Puff® fiber for maximum adjustability and all-night comfort. The spandex two-way stretch skirt fits snugly and will fit up to a 21" mattress. Available in queen, king and Cal king. Item #540500, 540501, 540502



**\$3<sup>00</sup> OFF**

**\$8<sup>99</sup> AFTER \$3 OFF**  
VALID JAN. 3–JAN. 16, 2011

### Maples Rug Assortment

Made from Supriva™ nylon with fade-resistant protection and skid-resistant latex backing. 30" x 45". Machine washable. Choose from several colors and patterns. Item #245660



**\$20<sup>00</sup> OFF**

**\$79<sup>99</sup> AFTER \$20 OFF**  
VALID JAN. 3–JAN. 16, 2011

### Teagan Fabric Ottoman

With a spacious storage area concealed under the hinged seat, this versatile ottoman can be used to rest one's feet or as a coffee, dining or laptop table. Features solid wood construction with birch veneer, coordinated accent stitching, removable wood tray and shaped solid wood legs. Item #537869



**\$4<sup>00</sup> OFF**

**\$15<sup>99</sup> AFTER \$4 OFF**  
VALID JAN. 3–JAN. 16, 2011

### Polder Stainless Steel Bathroom Caddy

Stores toilet brush and plunger in one stylish and discreet housing. Includes one bonus brush head. Item #406252



**\$10<sup>00</sup> OFF**

**\$19<sup>99</sup> AFTER \$10 OFF**  
VALID JAN. 3–JAN. 16, 2011

### Cuisinart SmartStick® Hand Blender

Blends or whips right in the bowl, pitcher or pot. Push-button control for continuous or pulse action. Includes whisk, chopper and mixing/measuring beaker. Item #926102



**\$30<sup>00</sup> OFF**

**\$169<sup>99</sup> AFTER \$30 OFF**  
VALID JAN. 3–JAN. 23, 2011

### Bissell® ProHeat Turbo 2X® Carpet Cleaner

This upright deep cleaner features 12 cleaning rows of DirtLifter® power brushes, built-in heater to continuously keep water up to 25 degrees hotter, DryAire™ and TurboBoost® feature, and two-in-one crevice tool. Item #536631



ALSO AVAILABLE AT  
**Costco.com**

**\$9<sup>00</sup> OFF**

**\$35<sup>99</sup> AFTER \$9 OFF**  
VALID JAN. 3–JAN. 23, 2011

### Sharper Image® Garment Steamer

Easy-to-use garment steamer features 70 minutes of continuous steam, quick one-minute heat-up and Safe Touch® woven steam hose. Includes hanger with clips, crease attachment and fabric brush. Item #523085



**\$15<sup>00</sup> OFF**

**\$84<sup>99</sup> AFTER \$15 OFF**  
VALID JAN. 3–JAN. 30, 2011

### Bissell® Rewind® PowerClean Bagless Upright Vacuum

Offering 12 amps of power, this upright features an extra-wide cleaning path, automatic cord rewind, HEPA filter, TurboBrush, extension wand and crevice tool. Item #518218



State and local laws may require sales tax to be charged on the pre-discounted price. These taxes, if any, are in addition to the amount you are paying for the product.



Instant rebate deducted at register.  
No item limit per member.

**\$10<sup>00</sup> OFF**

**\$69<sup>99</sup> AFTER \$10 OFF**  
VALID JAN. 3–JAN. 30, 2011

**Ergorapido®  
2-in-1 Stick  
and Hand Vac™**

Lightweight, cordless and rechargeable for quick cleaning of bare floors, and converts to a hand vacuum for quick cleanups.  
Item #519072



**\$10<sup>00</sup> OFF**

**\$34<sup>99</sup> AFTER \$10 OFF**  
VALID JAN. 3–JAN. 30, 2011

**Magic Bullet  
Deluxe™ System**

This 25-piece blender-mixer system chops, mixes, blends, grinds and whips everything from a smoothie to salsa. Includes two oversize travel mugs with flip-top lids.  
Item #480580

ALSO AVAILABLE AT  
**Costco.com**



**\$40<sup>00</sup> OFF**

VALID JAN. 3–JAN. 30, 2011

**KitchenAid®  
Professional 5.5-  
Quart Stand Mixer**

Features 575-watt motor, all-metal construction, 5.5-quart stainless steel bowl and professional bowl lift design. Colors: black, red, silver.  
Item #511513

ALSO AVAILABLE AT  
**Costco.com**



**\$5<sup>00</sup> OFF**

**\$19<sup>99</sup> AFTER \$5 OFF**  
VALID JAN. 3–JAN. 30, 2011



**Wahl Style Pro  
Haircutting Kit**

Kit contains multi-cut clipper with Comfort Grip™ Soft Touch grip and PowerDrive™ cutting system, 10 guide combs, stainless steel barber scissors, full-color step-by-step instruction booklet and other accessories, all packed in a soft storage case.  
Item #836100

ALSO AVAILABLE AT  
**Costco.com**

**\$5<sup>00</sup> OFF**

**\$14<sup>99</sup> AFTER \$5 OFF**  
VALID JAN. 3–JAN. 30, 2011

**Weight Watchers®  
Digital Glass Scale**

Weight management just got more stylish with this glass scale that features an oversize, easy-to-read 1.5" digital display, 400-pound capacity and a high-strength, 12.2" x 12.6" tempered-glass platform.  
Item #533537



**\$20<sup>00</sup> OFF**

**\$79<sup>99</sup> AFTER \$20 OFF**  
VALID JAN. 3–JAN. 30, 2011

**TheraPure® Tower  
UV Air Purifier**

This digital air purifier features UV germicidal protection to reduce germs, Photo Catalyst filter to reduce toxic fumes and permanent HEPA-type filtration to purify the air. Also features automatic timer, three speeds and clean-filter indicator light. Item #519854

ALSO AVAILABLE AT  
**Costco.com**



**\$25<sup>00</sup> OFF**

VALID JAN. 3–JAN. 30, 2011

**Hoover® WindTunnel®  
Self-Propelled Breathe  
Easy Bagged Upright  
Vacuum**

This self-propelled vacuum senses dirt with the embedded DirtFinder™ system; the anti-microbial bristle technology fights odor buildup on the bristles. Includes on-board tool kit and six HEPA bags. Item #525561

ALSO AVAILABLE AT  
**Costco.com**



**\$40<sup>00</sup> OFF**

**\$139<sup>99</sup> AFTER \$40 OFF**  
VALID JAN. 3–JAN. 30, 2011

**Orian Classic Antiquity  
Rug Collection**

Made in the USA and inspired by handcrafted Persian rugs, these 79" x 116" rugs are delicately detailed with 1.5-million-point designs that will bring elegance to any room. Item #884378

ALSO AVAILABLE AT  
**Costco.com**



State and local laws may require sales tax to be charged on the pre-discounted price. These taxes, if any, are in addition to the amount you are paying for the product.



Items not available at all locations. Selection varies by location.  
Limited to stock on hand. No rain checks. Prices vary by location.

**\$15<sup>00</sup> OFF**

**\$84<sup>99</sup> AFTER \$15 OFF**  
VALID JAN. 3–JAN. 30, 2011



### Orian Garden Rug Collection

These versatile 90" x 121" area rugs offer casual, textured designs with a soft underfoot feel. Perfect for use inside or outside the home. Made in the USA. Item #153457

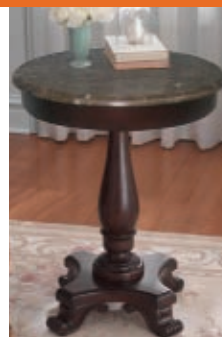
ALSO AVAILABLE AT  
**Costco.com**

**\$20<sup>00</sup> OFF**

**\$99<sup>99</sup> AFTER \$20 OFF**  
VALID JAN. 10–JAN. 16, 2011

### Ellis Marble-Top Accent Table

This ornate table features a handsome marble top, neoclassic-style scroll feet and a solid birch lathed pedestal. Item #488680



**\$100<sup>00</sup> OFF**

**\$399<sup>99</sup> AFTER \$100 OFF**  
VALID JAN. 10–JAN. 16, 2011

### Brianna Bunk Bed Set

Featuring sturdy wood construction and a durable white painted finish, this bunk bed set holds two standard twin mattresses and can be converted into two twin beds. Includes wood mattress support slats and safety-handle ladder. Assembly required. Mattress not included. Item #489262



**\$100<sup>00</sup> OFF**

**\$374<sup>99</sup> AFTER \$100 OFF**  
VALID JAN. 10–JAN. 23, 2011

### Rondell Leather Recliner and Ottoman

Featuring soft cushions that provide superior body support, the premium top-grain leather recliner and ottoman allow you to sink into comfort. A simple knob allows you to adjust or lock the recline position. Item #508904



**\$4<sup>00</sup> OFF**

**\$15<sup>99</sup> AFTER \$4 OFF**  
VALID JAN. 17–JAN. 30, 2011

### KitchenAid Bamboo Cutting Board 3-Pack

Each board is constructed of durable bamboo and features non-slip edges to secure the board while cutting. Resists moisture and scratching. Includes an 8" x 11", 11" x 14" and 12" x 18" board. Item #542804



**\$17<sup>00</sup> OFF**

**\$67<sup>99</sup> AFTER \$17 OFF**  
VALID JAN. 17–JAN. 30, 2011

### Safety 1st Alpha Omega Elite Car Seat

This extended-use car seat starts as a rear-facing infant car seat (5 to 35 pounds), converts to a forward-facing car seat (22 to 50 pounds) and later transitions into a belt-positioning booster (40 to 100 pounds). Other features include QuickFit harness system, side-impact protection, infant head support, pivoting armrests and removable cup/juice holder. Item #550701



**\$10<sup>00</sup> OFF**

**\$39<sup>99</sup> AFTER \$10 OFF**  
VALID JAN. 17–JAN. 30, 2011

### Stylecraft Windsor Pair of Table Lamps

This set of table lamps features steel construction with an Arabica finish and fabric bell shades, and includes two 23-watt CFL light bulbs. Item #550271



**\$10<sup>00</sup> OFF**

**\$36<sup>99</sup> AFTER \$10 OFF**  
VALID JAN. 24–JAN. 30, 2011

### Hide-A-Mat

Perfect for camping, exercise, yoga or as a fold-out sleeping area for traveling or guests. Sueded microfiber sleep surface has plenty of space. Other features include storage pocket, durable vinyl bottom and padded carrying strap. Item #554020





# Whether you have carpets or hard floors, we have cleaning solutions for you.

Floor care can be simple and cost-effective—if you choose the right appliance. Each style of appliance offers different functions, enabling you to choose what best fits the specific kind of floor in your home or office.

## DEEP CARPET CLEANERS

*Deep carpet cleaners are heavy, but with new stylish designs and construction materials, the deep-clean category has taken a large step in being more versatile and easy to use. Deep cleaning is a process that loosens and removes the dirt and ground-in grit deep down in your rugs and carpet.*

### Rug Doctor® Mighty Pro® Carpet Cleaner

This professional-grade carpet cleaner with powerful one-pass cleaning comes with a complete upholstery kit, a 1.9-horsepower motor for strong suction power, durable construction and exclusive vibrating brushes that clean each fiber as they lift and fluff the nap. Item #267156

**RugDoctor®**  
The Carpet Care Experts



### Bissell® PROheat 2X® Turbo Carpet Cleaner

Housing a built-in hot water heater, this upright deep cleaner features 12 rows of DirtLifter® power brushes, Dryaire™ system for quick carpet drying and Surround Suction® that provides maximum cleaning. Item #536631.

Bissell® 2X Ultra Allergen Concentrate, sold separately. Item #489275.



DON'T MISS  
THE INSTANT  
SAVINGS  
ADVERTISED IN  
THIS ISSUE

### Also available:

Hoover® Floormate SpinScrub, Item #555650

Bissell® Little Green Handheld Carpet Cleaner, Item #548266

Shark® Vac Then Steam, Item #547400

## STEAM CLEANERS

*Steam cleaners are substantially lighter than deep-clean carpet units. They are mainly used on sealed hard floor surfaces, but also can be used to refresh carpets. Some units offer a combination of functions that include steam and dry suction.*

### Shark® Steam Pocket® Mop

This upright steam unit features two-sided steam pockets to deep-clean and sanitize with both sides. Includes rectangle, triangle and XL mop heads to fit all corners and crevices, plus four washable pads. Item #469653

**Shark**



Selection varies by location. For additional selection, shop online.

**COSTCO**  
.COM



**DON'T MISS  
THE INSTANT  
SAVINGS  
ADVERTISED IN  
THIS ISSUE**



### Hoover® WindTunnel® Self-Propelled Breathe Easy™ Bagged Upright

Featuring WindTunnel® technology that removes hidden dirt from the carpet, this self-propelled upright makes vacuuming effortless, and the embedded DirtFINDER™ senses dirt removal. Antimicrobial bristle technology fights odor buildup on the bristles. Includes on-board tool kit and seven HEPA bags for a complete easy-to-use upright.

Item #525561



#### Also available:

Dyson DC25 Animal Ball™ Bagless Upright, Item #464964

Bissell® PowerClean® Rewind Bagless Upright, Item #518218

Bissell® Multi Cyclonic Lift Off™ Bagless Upright, Item #566715

### CANISTERS

Canister vacuums feature a housing where the motor and filters operate, with a suction hose attached to it. Wheels underneath the vacuum allow for easy maneuvering around the home and up and down stairs. Most canister vacuums come with several attachments, providing all-around home cleaning.

#### Also available:

Dyson DC23 Bagless Canister with Mini Turbine, Item #481797

Electrolux Ergospace Green Bagged Canister, Item #522365

### UPRIGHTS

Upright vacuums are recommended for large and wall-to-wall carpeted areas. Uprights pick up dirt after a brush roller loosens the dirt from the carpeting. Most uprights offer features or tools to adjust from carpet to hard floors. Some models allow the user to turn off the brush roll, enabling the vacuum to be used for bare floors. Most uprights are available with onboard attachments for corners, crevices and hard-to-reach places.

### Oreck® XL Pro® Plus II

This powerful, lightweight upright features strong suction, two free tune-ups and a one-year supply of bags. Also includes a handheld vacuum with an extra HEPA filter, turbo brush for pet hair and one-year supply of bags.

Item #529113

**ORECK**



### Dyson DC14 All Floors Bagless Upright

This upright for all floor types—carpet, ceramic, vinyl and wood—offers the patented Root Cyclone™ technology that doesn't lose suction power as you vacuum. Also features longer reaching wand and lifetime washable HEPA filter. Item #534860

**dyson**

**DON'T MISS  
THE INSTANT  
SAVINGS  
ADVERTISED IN  
THIS ISSUE**



### STICK VACUUMS

Not an all-purpose vacuum, a stick vacuum or broom is convenient for small spaces and lightweight jobs with its rechargeable function. Suction is not as powerful as with an upright, but it is an ideal second vacuum. Different models state which surfaces they work best on, but commonly are good for kitchen and hard floors for quick cleanup.

### Ergorapido® 2-in-1 Stick and Hand Vac

Lightweight and cordless, this 2-in-1 stick and hand vacuum goes from hard-floor to above-floor cleaning with the push of a button. Item #519072

*Thinking of you*  
**Electrolux**



# Furniture shopping 101

**Über-designer Christopher Lowell tells you what to know before you go**



**By Christopher Lowell**



CHRISTOPHER LOWELL

I HAVE TO ADMIT that when Costco asked me to weigh in on their home décor items I said, “What home décor items?” Sure, I know about the TVs, cool electronics, leaf blowers, and pots and pans, but real furniture? Really? Then they sent me

some photos of their great warehouse items at amazing steal-deals. Lo and behold, photo after photo of great designer-looking stuff got me really excited for everyone looking for great style on a budget. (I share my suggestions on how to use some of these items in the sidebar at the right.)

But before you head to Costco to check out their great buys, remember, a prepared shopper makes better decisions while avoiding buyer’s remorse. So here are a few tips I recommend to assure that what you purchase today will serve you well in the future.

## **Do your homework**

Before you get in your car, go online and do your homework. If you know what you

## **The Costco Connection**

In addition to the items pictured to the right, and the room divider (above), Costco warehouses feature an expanded selection of furniture for every room in your home. Costco.com also carries furniture year-round.

want and have acquired some knowledge about it, you’ll be far more prepared to make an informed decision when you unexpectedly see something that fills the bill, instead of making an impulse buy you’ll regret later.

Keep a log of photos for easy reference. I use my smartphone to take pictures of items I’m looking for or a blank part of a room where I think I need, say, an accent table. I’ve also laid out fabric swatches and paint colors and taken a quick reference photo of them too.

Keep key measurements with you at all times. Many times I create a master document that includes all my vital home sizes and dimensions, broken down room by room for easy reference. I then e-mail the document to myself, so my home décor info travels with me.

Another trick is to take a photo of my

room and print it out on regular paper. I then draw my ideas directly on the photo with a Sharpie. This really helps determine the proper scale of an item and its relationship to the rest of the room. It’s a great tool for those who feel artistically challenged. You can include key measurements right on the drawing so that these “idea photos” act almost like a blueprint. The layouts will help you visualize how the item you see in, say, Costco will actually look in your own home.

## **Stay with the classics**

Know what “classic” looks like. I tell my design team all the time to keep three things in mind as we design items under my own brand.

First, will this item endure the test of time? Meaning, in 10 years will I be as happy with the purchase as I am now?

Second, is there anything about this item that will prevent me from moving it from room to room or home to home? Meaning, is it flexible enough to live in any room in my home?

And third, is it gender-neutral enough? Meaning, will everyone in the household be OK with it? Today couples are co-partnering

## Buyer's pick

**Jeffrey Olsen**  
Furniture Buyer



FRANCE FREEMAN

WHEN PEOPLE THINK of room dividers, they may envision an ornate screen of some sort to simply divide a room. If it serves up functionality and offers great value, so much the better.

The O'nin Room Divider with Eight Canvas Storage Baskets is incredibly versatile. The unit (75¼ inches wide by 18¼ inches deep by 40¼ inches high) has a neutral color, which makes it a comfortable fit for any room in the house. Vertically or horizontally, it works as a bookcase, storage solution or room divider. Many dividers on the market are made of plastic, but the O'nin divider is constructed of solid wood with espresso-colored melamine, and is extremely durable. Some assembly is required.

While the divider alone presents a solid value, the eight canvas storage bins, which are included, are usually sold separately elsewhere for as much as \$8 to \$15 each.

Quality construction, great looks and Costco value make the O'nin Room Divider a welcome addition to any home. **C**

DAVID HE

many of the home décor decisions, so being prepared and asking these three simple questions will help you feather your nest while staying on budget.

Put your eye in your back pocket when you go shopping. Often we become snobs about where we get designer home items. That kind of thinking can have us paying much more for items. With today's technology and vast global sources, great high-quality furniture is available at a fraction of the cost we used to pay. When all is said and done, no one but you has to know the brand name. Unlike personal items (sunglasses, clothing and handbags), most home items don't have visible labels anyway. Who cares where you got it or who made it, right? It's your good eye for quality and what you do with that item that really count. **C**

*Christopher Lowell (www.ChristopherLowell.com) is one of America's most recognized home-improvement authorities. His latest project, the interactive online series Ask Christopher, debuted November 2010.*

# Christopher Lowell's decorating guide

IT'S THE CLASSIC ACCENT pieces that really help make a room work hardest. If they also offer flexibility and storage, that's even better! Here are a few pieces that I think are worth a closer look. All are timeless, which means they won't go out of date, and the designs will appeal to both men and women.

## Hall Chest

Who can't use additional stash space? Classic, low-footprint chests like this one can save the day, especially for narrow pass-through spaces such as entry halls. They can also offer a focal point to small interior walls. Placed behind a pair of sofas facing each other, they can support a reading or decorative lamp while providing closed storage and organization possibilities. Also try these in a master suite as bedside tables. Any way you look at it, these classic, hardworking pieces can minimize clutter while maximizing every square inch.



TOM CLEMENTS



WES AND ANGIE SUMNER

## Marble Accent Table

Small accent tables are often better than full-size coffee tables that can make people lean forward to set down a drink or plate of food. This classic accent table can be placed anywhere within arm's length to offer a handy surface to guests. They can be used where a larger end table or coffee table simply won't work.

## Accent Chair

Today, when more and more homes offer open multipurpose rooms, individual accent

chairs are often a viable alternative to large sofas where everyone ends up crammed in and sharing personal space. This timeless chair works not only by itself, but in multiples: They can be clustered around a coffee table in, say, a media room where sightlines to a viewing screen can be accommodated simply by moving or turning the chairs.



ALBION STUDIOS

## Ottoman

Nothing increases seating better than an ottoman. Add a great serving tray as a hard, removable surface and an ottoman can double as a coffee table. Ottomans can live easily under a low window when not in use and be pulled up to a conversation group as needed or float between two conversation areas. I like this one because it has legs that visually lift it up off the ground and add a hardwood element that will go with other woods already in most rooms.—CL



KEITH COTTRILL





# Colin

## 9 PIECE GATHERING HEIGHT DINING SET



This 9 piece gathering height dining set has a rustic chestnut wood finish and is made of select oak veneers and solid hardwoods. There is an 18 inch self-storing table leaf to make this a versatile table. The bar stools have comfortable contoured wood seats.

TABLE DIMENSIONS WITHOUT LEAF:  
48 IN W x 48 IN L x 36 IN H  
121.9 CM W x 121.9 CM L x 91.4 CM H

TABLE DIMENSIONS WITH LEAF:  
48 IN W x 66 IN L x 36 IN H  
121.9 CM W x 167.6 CM L x 91.4 CM H

CHAIR DIMENSIONS:  
17.75 IN W x 22.25 IN D x 42 IN H  
45 CM W x 56.5 CM D x 106.6 CM H

ITM./ART. 490832

WAREHOUSE ONLY



*E*  
Emerald Home Furnishings®

# Kaia

3-pc. Sectional Set

The gorgeous chocolate brown, high-performance, easy-to-clean microfiber cover adds to the set's plush seating comfort. Each piece is meticulously crafted with poly/fiber foam cushions, eight-way hand-tied coil

spring construction and button-tufted styling, and the set includes two matching throw pillows. The "Kaia," with all its attention to detail and design, will withstand the test of time and home entertaining. Accessories not included.

Sectional Dimensions: 122"W x 84"D x 36"H Ottoman Dimensions: 34"W x 26"D x 20"H

ITM./ART. 528291  
WAREHOUSE ONLY

# Focus on floor care

WHEN IT'S TIME to buy an appliance or tool, everyone loves to find a bargain. The lowest price may suit your pocketbook but not necessarily your purpose. This can be particularly true when it comes to floor care. So if you'll be shopping for something to clean the floors in your home, here are some things to consider.

What kind of floors do you have to clean? Suction and amperage vary from model to model. A basic rule of thumb is that more difficult cleaning tasks—thicker pile carpets, heavy floor traffic and pets—require more power. Does the machine have features and accessories you'll actually use? Is it bagged or bagless? One way or another, you will have to clean something out after use to get the best performance. Don't pay more just to get more ... unless you're actually going to use most of it.

The bottom line is to do your homework. Visit consumer websites, read leading consumer magazines and check out consumer reviews at Costco.com. And look for an Underwriters Laboratories (UL) or ETL Testing Laboratories (ETL) certification mark. These indicate a vacuum has been built to the leading standard for product safety.—*Steve Fisher*

## The Costco Connection

Costco warehouses and Costco.com have an array of floor-care appliances to suit your needs.

## Floor-care shopping guide

Do your research, check off what you need and take this with you when you shop.

### Type of floor care needed

- ☐ Hard (hardwood, tile, linoleum)?
- ☐ Carpet (Low pile, high pile, throw rugs)?
- ☐ Stairs? Allergies? Pets?
- ☐ Steam for deep-cleaning?

### Features

- ☐ Brush roll. Look for one with flared brushes, multiple rows and medium stiffness. On/off brush rolls help protect bare floors.
- ☐ Height adjustments. Knobs can raise or lower the cleaning head to accommodate different types of floor covering.
- ☐ Cleaning path. The wider the path, the more floor is covered in less time.
- ☐ Automatic cord rewind. Cord retracts and is neatly stored with the push of a button.
- ☐ Filtration. Most cleaners offer some kind of filtration; some offer more than one. HEPA (high-efficiency particulate air) filters provide the most efficient filtration. Filters

can remove pet dander, pollen, dust and dust mites. Remember to clean the filters per the manufacturer's specifications for maximum efficiency.

- ☐ Bagged. The quality of bags has greatly improved, and bagged vacuums are generally better for homes with allergy sufferers, since the dust and dirt are contained.
- ☐ Bagless. These vacuums are convenient because they empty quickly and you avoid the hassle of replacing bags.

### Accessories

- ☐ Crevice tool. Long and angled. Great for corners, molding and radiators.
- ☐ Dusting brushes. Soft bristles to gently dust.
- ☐ Upholstery tool. Bristled, useful for cleaning furniture and curtains.
- ☐ Turbo brush. Ideal for cleaning pet hair from furniture and for vacuuming stairs.
- ☐ On-machine storage. Many models have "onboard" areas for accessories, which may be more convenient than a separate case.

## CLASSIC, TRADITIONAL, TIMELESS



### DELANY HALL CHEST

The Delany Hall Chest features a rich cherry finish and a single storage drawer on wooden slides. A large concealed storage area with one adjustable shelf is behind two doors. The piece also features solid hardware with antique brass finish. Item #490167

**WAREHOUSE ONLY**

## CHATEAU REFRIGERATED WINE COOLER



**Available in select locations**

The Chateau adds elegance and style to your wine collection and comes fully assembled with a solid black granite top and interior LED lighting. The upper zone holds 8 bottles at 45°F to 54°F and the lower zone holds 16 bottles at 54°F to 65°F. The wine cooler is environmentally friendly, containing no CFC-, HCFC- or HCF- type refrigerants.

Dimensions: 24.5 in. W x 24 in. D x 43 in. H  
(62.2 cm W x 61 cm D x 109.2 cm H)

**WAREHOUSE ONLY** Item #490693 | Accessories not included.





# Anderson Collection

ITM./ART. 530290	Twin Trundle Bed
ITM./ART. 543825	Full Storage Bed
ITM./ART. 530291	6-Drawer Dresser
ITM./ART. 543823	Bookcase
ITM./ART. 543834	Desk, Hutch and Chair Set
ITM./ART. 543836	Nightstand

- Trundle can be used as bed or divided storage drawer
- Spacious storage under full bed
- Full-extension drawer glides
- Solid wood drawer with dovetailed construction
- Non-toxic paint
- Clear lacquer protective finish



Accessories not included  
WAREHOUSE/COSTCO.COM

# Sofa, so good

## Choosing the right couches and chairs



JUPITERIMAGES

By Debbie Wiener

WHETHER IT'S FROM KIDS, cats or even significant others, upholstered furniture can take quite a beating. Catching my own kids jumping on the furniture and sneaking snacks on the sofa has taught me a lot about upholstery construction and fabric weight. Choosing well-made upholstery and heavy-weight, cleanable fabric is critical in designing rooms with lasting style and comfort. You can't raise your family in a museum, so design your home for the way you really live if you want your furniture investment (and your peace of mind) to last.

Start with quality construction in your sofas and chairs, produced by reputable manufacturers. Choose hardwood frames, glued, screwed and blocked at the corners with hand-tied spring support under the seat cushions.

Avoid sofa styles with multi-pillow backs. They require a lot of maintenance—fluffing and arranging—and they make too tempting weapons for pillow fights between siblings (and some spouses).

Consider spring/down seat cushions (a spring unit wrapped in foam and a down blend) for great support and shape retention. Down-blend seat backs (polyester combined with a down blend) feel luxuriously soft but hold their shape over time.

Choose heavy-weight, tightly woven fabrics for upholstery—they'll withstand use much better than lighter-weight fabrics. A stain-resistant protective finish is also helpful. Other options are commercially rated and outdoor-use fabrics—both are designed to resist fading, repel stains and hold up to heavy use.

### The Costco Connection

Costco warehouses and Costco.com carry a variety of family-friendly upholstered sofas, sectionals and armchairs.

Be realistic about your color choices. A white family room sofa just can't stay white in an active household. Choose something with color, pattern and cleaning ease instead. Save white and lighter colors for small accent pieces that don't get a lot of use or can easily be recovered at small expense.

Consider styles with exposed legs instead of a skirt. Skirts collect pet hair and stain easily when kids use the skirt to wipe the backs of dirty shoes. Match the leg color to other room furnishings or to the fabric.

If you don't want your kids sitting on the arms of your sofa, don't choose styles with oversize arms. The arm of the sofa is often the first place where fabric thins and shows wear. And with abuse, the soft padding wears down and the hard frame can be felt right under the fabric.

Rotate the cushions. You'll extend the life of the seat and back cushions and the fabric covering them. While you're at it, give the cushions and seat bench a good vacuuming. You'll probably find the missing Pokemon cards your kids were searching for when they destroyed the rest of the house.

If one good thing has come from this recession, it's that people now know they need to get the biggest bang for each dollar they spend. Follow my tips, choose quality products and your seating will provide comfort and style for years—or at least until your kids move out. [E]

Costco member Debbie Wiener is the owner of *Designing Solutions* ([www.mydesigningsolutions.com](http://www.mydesigningsolutions.com)), an interior design firm in Silver Spring, Maryland. She is the author of *Slob Proof! Real-Life Design Solutions* and blogs at [www.debbiewiener.com](http://www.debbiewiener.com).

## A feel for fabrics

▪ **Microfiber.** The tight weave makes it difficult for crumbs, surface dirt or moisture to penetrate the fabric. It's easier to clean than most fabrics, and less likely to smell from spills. It's impervious to scratching when one owns and loves cats and dogs, and will withstand Super Bowl Sunday, when salsa, pizza and beer go flying with each first down.

▪ **Leather.** Choose a family-friendly leather that's been coated with a protective sealant to help prevent staining and scratching. When shopping for leather, try this test: Run your fingernail on the leather sample. If it doesn't leave a mark, the leather has more than likely been glazed or coated with a protective finish.

▪ **Ultrasuede and Ultraleather.** These synthetics, made from polyester and polyester/nylon blends, come in hundreds of colors and are well suited for high-traffic use. The higher the quality you choose, the more real the product looks and feels. Both products are as good as it gets when it comes to cleaning, maintenance, and stain and scratch resistance.

▪ **Solution-dyed acrylic.** Sold under the trade name Sunbrella, these outdoor fabrics offer great protection from heavy wear, moisture, staining and fading. They are available in a vast array of prints and patterns in both traditional and contemporary styles. —DW





ITM./ART. 522968

## MELONIE 3-PIECE MOTION SECTIONAL

98 in. W x 98 in. D x 40 in. • 248.9 cm x 248.9 cm x 101.6 cm

Welt trim • 2 matching toss pillows • Rich, durable fabric, beautifully styled to match your home • All steel and wood frames • Royal Zero Gravity recliners on both ends with unlimited reclining positions for ultimate comfort • Individually pocketed, barrel-shaped coils designed to maximize durability and comfort in the cushions

*"Entertain. Engage. Escape."*



Lane Furniture • 5380 Hwy 145 South • Tupelo, MS 38802 • 662-566-7211

**WAREHOUSE ONLY**

## Memory Foam LOUNGE BAG



ITM./ART. 547618

**MORE COMFORTABLE THAN A BEAN BAG!**

Perfect for:

- Game Rooms
- Teen Bedrooms
- Playrooms
- Home Theaters
- Dorm Rooms
- Dens

Soft, Microfiber Suede Cover



Made from body-contouring 100% Hypo-allergenic foam

**WAREHOUSE ONLY**

ITM./ART. 489676

## PETERSON

30 Inch Barstool



**Entertain in comfort and style**

In a warm brown cherry finish and with luxurious bicast leather upholstery, the Peterson Barstool has a fit and finish that will enhance the décor in any home. Featuring a graceful waterfall back design and a 360 degree swivel, this barstool gives you casual styling as well as usable function. **WAREHOUSE ONLY**

ELEGANCE & QUALITY

## *Stratton* 9-Piece Dining Set



The Stratton dining set features a design that has both elegance and quality with beautiful mahogany veneers and Primavera veneer borders. This dining collection is very accommodating for a small group or party of up to eight people.

*Universal Furniture*

Item #490294  
Not available in all locations.

**WAREHOUSE ONLY**

Accessories not included.

## *Bryant* HEADBOARD



The **Bryant Headboard** with its transitional sleigh design boasts a rich mahogany finish and features a fully finished back panel. Its classic casual design is the perfect addition to any lifestyle.

*Universal Furniture*

Item #512120 (Queen/Full); #544711 (King); #544713 (California King)  
Selection may vary by location.

**WAREHOUSE ONLY**

*Comfortably in control*



### **Spectra Home Everest Leather Power Motion Sofa and Loveseat**

Both pieces feature top-grain leather in the seating areas. Control infinite positions with Electric Power Motion button. Construction features high-density foam and soft Dacron fiber for lasting comfort. Chaise seating provides complete support when in reclining position. Sofa and loveseat sold separately. Accessories not included.

*Sofa: 86" L x 40" W x 40.5" H; Item #490896 | Loveseat: 63" L x 40" W x 40.5" H; Item #544270*

**WAREHOUSE ONLY**



# DIY with confidence

WE ALL WOULD love to have the style sense of home design professionals, such as Christopher Lowell, but may feel a bit insecure when it comes to really putting together a room.

But what if you could get a four-piece living room collection in a frame style and fabrics you select, with pieces that don't all match, but instead coordinate to create a unique look? Your confidence level would probably go up a bit.



Costco.com now offers members just such a solution through its new custom upholstery program.

First you select one of two frame styles, then you choose one of four fabric options. The sofa and armchair come in one fabric, an accent chair and ottoman, plus accent pillows, come in coordinating fabric. Color swatches can be ordered in advance.

The frames are constructed of solid hardwood with a no-sag spring system and high-resiliency foam. The furniture is made in the U.S., so delivery time averages four to six weeks. With prices for the four pieces at less than \$2,000, "we show a 23 percent savings or



**The Art & Image Gallery on Costco.com features a huge array of art choices for home décor. You can also order custom living room furniture on the website.**

more over our competitors," says buyer Karen Ang, "and of course the purchase is backed by Costco's satisfaction guarantee."

Once you've got your new furniture in place, it's time to think about accessorizing with wall art. Another new service on Costco.com (previewed in the December 2010 issue of *The Connection*) is the Costco Photo Centers' Art & Image Gallery, featuring access to the entire Corbis photo and art library. The choices are almost endless.

Say you like flowers. You can find sepia-tone and black-and-white images of blooms in the Featured Galleries. Look in Museum Collections for floral masterpieces by artists



Intersections Desk by Bayside, item #534989

## Contemporarily Ideal

The Intersections Desk by Bayside offers contemporary style and ideal furnishing all in one piece. Features include solid poplar and birch veneer construction, framed black tempered glass desktop, 11-step hand-applied dark brown finish and an oversize slide-out keyboard tray with ball-bearing slides. Some assembly required.

Dimensions: 47.75" W x 24" D x 30" H

**Bayside**  **Furnishings®**

Accessories not included.  
**WAREHOUSE ONLY**



CORBIS

such as Gauguin or van Gogh. The Photography section includes brilliant contemporary color photos of flowers, and you'll find more options in the Art & Décor section. Double-clicking on an image enlarges it on your screen and saves it in a "Recently Viewed" area so you can easily review your favorites.

When it comes time to order, go big and dramatic with a 16-by-48-inch giclée canvas print (\$99.99), or small with several 8-by-10-inch standard prints (\$1.49) for a grouping, or choose from several options in between.

After all the new pieces are in place, look around your living room. Say, you're pretty creative after all.

To find the Art & Image Gallery, go to Costco.com and click on "Photo." Search "custom upholstery" to find that program under "Living Room" in the Furniture & Décor section of Costco.com.—*Anita Thompson*

## Buyer's pick

**Nino Garcia**  
Furniture Buyer




FRANCE FREEMAN

WHAT IS THE FIRST thing you notice when you enter a living room? For me, it's what kind of seating is available and how comfortable I am going to be for my duration in the room. I'm partial to sectionals because they offer more available seating space so you don't have to play musical chairs with other guests or members of the family.

My personal favorite is the Kaia

Fabric Sectional, an incredibly well-made, highly durable sofa, covered in plush, rich chocolate brown microfiber with button-tufted details. The high-performance material makes for easy spot cleaning, and the sofa comes with two matching decorative pillows.

But the look isn't the only reason to get excited. This sofa is solidly built, with corner blocking and a glued and nailed frame, encased in solid wood, and the eight-way hand-tied coil-spring construction offers superior comfort. 



EMERALD HOME FURNISHINGS

**REGAL  
LIVING**



## Raleigh MEDIA CONSOLE

The Raleigh Media console is made of select cherry veneers and solid hardwoods with a rich tobacco finish. The many features—that make this a "must have" piece in every home—include, vented console shelves, gaming drawers with drop down fronts, a fully finished rear access panel with magnetic closures, and interchangeable door fronts.

The wall and post mount will accommodate televisions up to 60in in size and 150lbs in weight.

DIMENSIONS:  
65IN W X 20IN D X 30IN H

ITM./ART. 488051

WAREHOUSE ONLY



# You can use your membership card at these warehouse locations

## U.S.A. 424

### Alabama

Hoover  
Huntsville

### Alaska

Anchorage  
N Anchorage  
Juneau

### Arizona

Avondale  
Cave Creek Road  
Chandler  
Gilbert

SE Gilbert  
Glendale  
Paradise Valley  
Phoenix  
Phoenix (Bus. Ctr.)

N Phoenix  
Prescott  
Scottsdale  
Superstition Springs  
Tempe

### California

Thomas Road  
Tucson  
NW Tucson  
Alhambra  
Almaden  
Antioch  
Azusa  
Bakersfield  
SW Bakersfield  
Burbank  
Cal Expo  
Canoga Park  
Carlsbad  
Carmel Mountain  
Chico  
Chino Hills  
Chula Vista  
Citrus Heights  
City of Industry  
Clovis  
Coachella Valley  
Commerce  
(Bus. Ctr.)  
Concord  
Corona  
Culver City  
Cypress  
Danville  
El Camino Real  
El Centro  
Eureka  
Fairfield  
Folsom  
Fontana  
Foster City  
Fountain Valley  
Fremont  
Fresno  
N Fresno  
Fullerton  
Garden Grove  
Gilroy  
Goleta  
Hawthorne  
(Bus. Ctr.)  
Hayward  
Hayward  
(Bus. Ctr.)  
Inglewood  
Irvine  
Laguna Niguel  
Laguna Niguel  
Marketplace  
La Habra  
Lake Elsinore  
Lakewood  
La Mesa  
Lancaster  
La Quinta  
Livermore  
Los Feliz

Manteca  
Merced  
Mission Valley  
Modesto  
Montclair  
Montebello  
Moreno Valley  
Mountain View  
Northridge  
Norwalk  
Novato  
Oxnard  
Pacoima  
Poway  
Rancho Cordova  
Rancho Cucamonga  
Rancho del Rey  
Redding  
Redwood City  
Richmond  
Rohnert Park  
Roseville  
S Sacramento  
Salinas  
San Bernardino  
Sand City  
San Diego  
(Bus. Ctr.)  
San Diego-  
Morena Blvd.  
SE San Diego  
San Dimas  
San Francisco  
S San Francisco  
San Jose  
NE San Jose  
San Juan Capistrano  
San Leandro  
San Luis Obispo  
San Marcos  
Santa Clara  
Santa Clarita  
Santa Cruz  
Santa Maria  
Santa Rosa  
Santee  
Signal Hill  
Simi Valley  
Stockton  
Sunnyvale  
Temecula  
Torrance  
Tracy  
Turlock  
Tustin  
Tustin II  
Vacaville  
Vallejo  
Van Nuys  
Victorville  
Visalia  
Vista  
Westlake Village  
Woodland  
Yorba Linda

### Colorado

Arvada  
Aurora  
Colorado Springs E  
Colorado Springs W  
SW Denver  
Douglas County  
Gypsum/Eagle  
County  
Parker  
Sheridan  
Superior  
Thornton  
Westminster

### Connecticut

Brookfield  
Enfield  
Milford  
Norwalk  
Waterbury

### Delaware

Christiana  
**Florida**  
Altamonte Springs  
Boca Raton  
Brandon  
Clearwater  
Davie  
Estero  
Fort Myers  
E Jacksonville  
Kendall  
Lantana  
Miami  
Miami Lakes  
Naples  
North Miami Beach  
S Orlando  
Palm Beach  
Gardens  
Pembroke Pines  
Pompano Beach  
Royal Palm  
Tallahassee  
Winter Park

### Georgia

Alpharetta  
Brookhaven  
Cumberland Mall  
Fort Oglethorpe  
Gwinnett  
Richmond  
Rohrert Park  
Roseville  
S Sacramento  
Salinas  
San Bernardino  
Sand City  
San Diego  
(Bus. Ctr.)  
San Diego-  
Morena Blvd.  
SE San Diego  
San Dimas  
San Francisco  
S San Francisco  
San Jose  
NE San Jose  
San Juan Capistrano  
San Leandro  
San Luis Obispo  
San Marcos  
Santa Clara  
Santa Clarita  
Santa Cruz  
Santa Maria  
Santa Rosa  
Santee  
Signal Hill  
Simi Valley  
Stockton  
Sunnyvale  
Temecula  
Torrance  
Tracy  
Turlock  
Tustin  
Tustin II  
Vacaville  
Vallejo  
Van Nuys  
Victorville  
Visalia  
Vista  
Westlake Village  
Woodland  
Yorba Linda

### Hawaii

Hawaii Kai  
Honolulu  
Kailua-Kona  
Kapolei  
Kauai  
Maui  
Waipio

### Idaho

Boise  
Coeur d'Alene  
Nampa  
Pocatello  
Twin Falls

### Illinois

Bedford Park  
Bloomingdale  
Bolingbrook  
Chicago  
Glenview  
Lake in the Hills  
Lake Zurich  
Melrose Park  
Mettawa  
Mount Prospect  
Naperville  
Niles  
Oak Brook  
Orland Park  
St. Charles  
Schaumburg  
Castleton  
NW Indianapolis  
Merrillville

### Iowa

W Des Moines

### Kansas

Lenexa  
Overland Park

### Kentucky

Louisville

### Maryland

Arundel Mills  
Beltsville  
Brandywine  
Columbia  
Frederick  
Gaithersburg  
Glen Burnie  
Landover  
White Marsh

### Massachusetts

Avon  
Danvers  
Dedham  
Everett  
W Springfield  
Waltham

### Michigan

Auburn Hills  
Bloomfield  
Commerce  
Township  
Grand Rapids  
Green Oak Township  
in Brighton  
Lakeside  
Livonia-Haggerty  
Livonia-Middlebelt  
Madison Heights  
Roseville  
Wyoming

### Minnesota

Burnsville  
Coon Rapids  
Eden Prairie  
Maple Grove  
Maplewood  
St. Louis Park  
**Missouri**  
Independence  
Kansas City  
Manchester  
S St. Louis  
St. Peters

### Montana

Billings  
Bozeman  
Helena  
Kalispell  
Missoula

### Nebraska

Omaha

### Nevada

Carson City  
Centennial  
Henderson  
Las Vegas  
Reno  
Sparks  
Summerlin

### New Hampshire

Nashua

### New Jersey

Brick Township  
Bridgewater  
Clifton  
East Hanover  
Edison  
Hackensack  
Hazlet  
Manahawkin  
Mount Laurel  
Ocean Township  
Union  
Wayne  
Wharton

### New Mexico

Albuquerque  
Albuquerque II  
NW Albuquerque

### New York

Brooklyn  
Commack  
Holbrook  
Lawrence  
Manhattan  
Melville  
Nanuet  
Nesconset  
New Rochelle  
Port Chester  
Queens  
Rego Park  
Staten Island  
Westbury  
Yonkers

### North Carolina

Charlotte  
Durham  
Greensboro  
Matthews  
Raleigh  
Wilmington  
Winston-Salem

### Ohio

Avon  
Columbus  
Deerfield Township  
Mayfield Heights  
Springdale  
Strongsville  
Toledo

### Oregon

Albany  
Aloha  
Bend  
Clackamas  
Eugene  
Hillsboro  
Medford  
Portland  
Roseburg  
Salem  
Tigard  
Warrenton  
Wilsonville

### Pennsylvania

Cranberry  
Harrisburg  
King of Prussia  
Lancaster  
Montgomeryville  
Robinson  
West Homestead

### Puerto Rico

Bayamón  
E Bayamón  
Caguas  
Carolina

### South Carolina

Charleston  
Greenville  
Myrtle Beach  
Spartanburg

### Tennessee

Brentwood  
NE Memphis  
SE Memphis  
W Nashville

### Texas

Arlington  
Austin  
S Austin  
Duncanville  
El Paso  
Fort Worth  
Houston  
Katy Freeway  
at Bunker Hill  
Lewisville  
E Plano  
W Plano  
Rockwall  
NW San Antonio  
Selma  
Sonterra Park  
Southlake  
Willowbrook

### Utah

Lehi  
Murray  
Ogden  
Orem  
St. George  
Salt Lake City  
Sandy  
West Bountiful  
West Valley City

### Vermont

Colchester

### Virginia

Chantilly  
Chesterfield  
Fairfax  
Fredericksburg  
Harrisonburg  
W Henrico  
Leesburg  
Manassas  
Newington  
Newport News  
Norfolk  
Pentagon City  
Potomac Mills

Sterling  
Winchester  
**Washington**  
Aurora Village  
Bellingham  
Burlington  
Clarkston  
Covington  
East Wenatchee  
Everett  
Federal Way  
Fife (Bus. Ctr.)  
Gig Harbor  
Issaquah  
Kennewick  
Kirkland  
Lacey  
Lynnwood  
(Bus. Ctr.)  
Marysville  
Puyallup  
Seattle  
Sequim  
Silverdale  
Spokane  
N Spokane  
Tacoma  
Tukwila  
Tumwater  
Union Gap  
Vancouver  
E Vancouver  
Woodinville

### Wisconsin

Grafton  
Middleton

### CANADA 80

### Alberta

Calgary N  
Calgary NW  
Calgary S  
Edmonton NE  
Edmonton NW  
Edmonton S  
Grande Prairie  
Lethbridge  
Medicine Hat  
Okotoks  
Red Deer  
Rockyview  
Sherwood Park

### British Columbia

Abbotsford  
Burnaby  
Kamloops  
Kelowna  
Langford  
Langley  
Nanaimo  
Port Coquitlam  
Prince George  
Richmond  
Surrey  
Downtown  
Vancouver  
Willingdon  
Manitoba  
Winnipeg  
Winnipeg E  
Winnipeg S

### New Brunswick

Moncton  
St. John

### Newfoundland and Labrador

St. John's

### Nov Scotia

Dartmouth  
Halifax

### Ontario

Ajax  
Ancaster  
Barrie  
Brampton  
Burlington  
Etobicoke  
Gloucester  
Kanata  
Kingston  
Kitchener  
London  
London N  
Markham  
Markham E  
Mississauga N  
Mississauga S  
Nepean  
Newmarket  
North York  
Peterborough  
Richmond Hill  
St. Catharines  
Scarborough  
Sudbury  
Vaughan  
Windsor

### Quebec

Anjou  
Boisbriand  
Boucherville  
Brossard  
Candiac  
Chicoutimi  
Gatineau  
Laval  
Marché Central  
Montreal  
Pointe-Claire  
Quebec City  
Sainte-Foy  
Saint-Hubert  
Saint-Jérôme  
Sherbrooke  
Terrebonne  
Trois-Rivières

### Saskatchewan

Regina  
Saskatoon

### UNITED KINGDOM 22

### England

Birmingham  
Bristol  
Chester  
Chingford  
Coventry  
Croydon  
Derby  
Gateshead  
Haydock  
Leeds  
Liverpool  
Manchester  
Milton Keynes  
Oldham  
Reading

Sheffield  
W Thurrock  
Watford

### Scotland

Aberdeen  
Edinburgh  
Glasgow

### Wales

Cardiff

### AUSTRALIA 1

Docklands

### MEXICO 32

Acapulco  
Agua Calientes  
Arboladas  
Cabo San Lucas  
Cancún  
Celaya  
Coapa  
Cuernavaca  
Ensenada  
Guadalajara  
Guadalajara II  
Hermosillo  
Interlomas  
Juarez  
León  
Mérida  
Mexicali  
Mixcoac  
Monterrey  
Monterrey II  
Morelia  
Polanco  
Puebla  
Puerto Vallarta  
Querétaro  
San Luis Potosí  
Satélite  
Tijuana  
Tijuana II  
Toluca  
Veracruz  
Xalapa

### JAPAN 9

Amagasaki  
Hisayama  
Iruma  
Kanazawa Seaside  
Kawasaki  
Makuhari  
Sapporo  
Shin Misato  
Tamasakai

### SOUTH KOREA 7

Busan  
Daegu  
Daejeon  
Ilsan  
Sangbong  
Yangjae  
Yangpyung

### TAIWAN 6

Chung Ho  
Hsinchu  
Kaohsiung  
Neihu  
Shih Chih  
Taichung

581  
and growing

For more info,  
maps and directions,  
go to [Costco.com](http://Costco.com).

(Opening dates are subject to change)

# High-seas wine cruise

By T. Foster Jones

COSTCO TRAVEL and Celebrity Cruises have teamed up to create a series of member-exclusive winemaker cruises sailing through the wine regions of the Mediterranean.

From June through October, Costco members will have the chance to sail with winemakers and experts in wine and culinary arts from such prestigious wineries as Wente, Caymus, Grgich Hills Estate and Chateau Ste. Michelle.

"We've taken the basics of last year's wine cruise and made it even better, by getting winemakers intimately involved in all areas of the trip," says Lauren Anderson, cruise buyer for Costco Travel. "It's really exciting to have such well-known names for our groups."

This exclusive series of six- to 12-night wine cruises will visit Mediterranean wine regions such as Barcelona (home to great Spanish wines such as Cava, Penedes and Priorat), Provence, Tuscany, Sicily, Croatia (origin of the first Zinfandel grape), Venice (where Pinot Grigio, Prosecco and Recioto are produced), and Montenegro (where the indigenous Vranac grape is used to make premium wines). Selected wine cruise itineraries also include visits to Santorini, Mykonos, Athens and Ephesus.

Eric Wente, chairman of Wente Vineyards, will kick off the 2011 Costco Travel Wine Cruise Series onboard the *Celebrity Solstice* on June 7, 2011. On a 12-night round-trip cruise from Barcelona through the wine regions of the Mediterranean, Wente will host a series of exclusive tasting events. Costco members will taste a wide variety of award-winning Wente wines, explore California winemaking through an interactive tasting seminar and enjoy a



CELEBRITY CRUISES

winemaker luncheon in the Tuscan Grill, where Celebrity's James Beard Award-nominated chef Jacques Van Staden and Wente join forces to create a magnificent three-course wine-pairing experience, featuring hand-crafted, limited-production Nth Degree wines.

The ship's Cellarmasters wine bar features the cruise industry's first enomatic wine tasting and preservation system, which allows passengers to experience a variety of wines, paired with a carefully chosen selection of cheeses, as knowledgeable sommeliers guide them through the expansive wine selection.

Other treats for Costco members include:

- An exclusive welcome-aboard winemaker reception where Costco members can meet and greet their winery host, enjoy a glass of wine from the featured winery and review the exciting schedule of wine events that awaits them on the cruise.

- Two private wine tasting events and wine enrichment seminars. Customized by each winemaker, the events may include a winemaking and vineyard tasting seminar, a rare vertical tasting from three different vintages or a connoisseur wine-and-cheese pairing.

- An onboard Champagne tour inside the 1,800-bottle, two-story glass wine tower designed by renowned architect Adam Tithany.

- A \$425 onboard credit per stateroom to apply toward spa treatments, shore excursions or premium wine from Celebrity Cruises' extensive 10,000-bottle wine collection.

The five Costco Travel Mediterranean Wine Cruises are open to just 100 Costco members per sailing and feature events exclusive to participating Costco members.

"Some very lucky members will be joining us for these magnificent cruises," says Lauren. ☐



**PLACES TO GO.  
PRICES YOU'LL LOVE.**

QUALITY | VALUE | EXPERIENCE | WOW!



## MEDITERRANEAN WINE CRUISE SERIES

- Meet and greet winemaker reception
- Three-course wine-pairing luncheon
- Two private customized tasting events
- Two behind-the-scenes private tours
- Up to \$425 shipboard credit (per stateroom)\*

### CAYMUS VINEYARDS CRUISE HOSTED BY CHUCK WAGNER

from **\$1,699** per person\*

Six-day cruise in an Aqua Class Stateroom  
aboard *Celebrity Solstice* on 8/6/11 sailing.

### WENTE VINEYARDS CRUISE HOSTED BY ERIC WENTE

from **\$2,549** per person\*

12-day cruise in a Concierge Class Stateroom  
aboard *Celebrity Solstice* on 6/7/11 sailing.

### CHATEAU STE. MICHELLE CRUISE HOSTED BY JOHN SARICH

from **\$2,669** per person\*

12-day cruise in a Concierge Class Stateroom  
aboard *Celebrity Solstice* on 9/29/11 sailing.

Additional stateroom categories, wineries, ships and sail dates are available. For additional details and complete inclusions, visit the Travel section of Costco.com.

Celebrity **X** Cruises®  
Designed for you™

\*Price shown is per person based on double occupancy, is valid for select stateroom categories only, is true and accurate at time of printing, and does not include government taxes/fees and gratuities. Restrictions and blackout dates might apply. All offers and inclusions are subject to availability, may change or be terminated without notice, are valid for new bookings only and are available to Costco members residing in the United States. Any unused portion(s) of inclusions are nontransferable, nonrefundable and not redeemable for cash. Unless otherwise noted, offers are not combinable with select rate codes, coupons or other offers. Travel purchases are not included in the Executive Membership 2% Reward program. Offer shown is cruise-only and is valid on select dates. Cancellation and change fees may apply. Costco Travel disclaims liability for any inaccuracies or typographical errors. Ship's registry: The Bahamas. \*Value of shipboard credit is based on category booked for first and second passenger only. **Costco Travel is registered as a seller of travel in each of the states listed:** California registration number: CST 2054248-50 • Florida registration number: ST 32555 • Hawaii registration number: TAR 5595 • Iowa registration number: TA 620 • Nevada Seller of Travel registration number: 2007-0060 • Washington registration number: WST 602042600. Registration as a California Seller of Travel does not constitute approval by the state. 11TR0304 11/10

**1-877-849-2730 | Costco.com**

## Connecting

Costco Travel offers a full program featuring Celebrity Cruises and many other world-class cruise lines. Visit the Travel section of Costco.com or call toll-free 1-877-849-2730.





# There's More Costco ONLINE

## DISCOVER ALL THE BENEFITS OF SHOPPING WITH COSTCO.COM:

- Same great Costco quality at the lowest possible prices
- No additional charge for shipping on most items
- Large bulky items delivered to your home
- No-hassle returns to any Costco warehouse
- Online version of *The Costco Connection*
- Listing of events and new items at your local Costco



**COSTCO.COM MOBILE WEB**

The best possible prices on quality brand-name merchandise within reach from your Web-enabled phone!



# VIZIO

## ON DEMAND ENTERTAINMENT

VIZIO INTERNET APPS™ is your passport to experiencing the best of the internet directly on your HDTV.



### VIZIO

Experience amazing picture quality and breathtaking clarity with deeper blacks, vibrant colors and energy efficiency with VIZIO's Edge Lit Razor LED™ LCD HDTVs.



### VIZIO 47" CLASS 120Hz 1080p EDGE LIT RAZOR LED™ LCD HDTV

**\$150 OFF**  
LIMIT 2

- VIA™ VIZIO Internet Apps™
- Built-in Wi-Fi 802.11n
- 50,000:1 dynamic contrast ratio
- SRS TruVolume™ and SRS TruSurround HD™ audio
- Ambient light sensing technology
- Bluetooth® universal remote control with slide-out QWERTY keypad
- Exceeds ENERGY STAR® 4.1 guidelines
- 4 HDMI ports

#847111 Warehouse and Costco.com.

### VIZIO 42" CLASS 60Hz 1080p FULL HDTV

**\$80 OFF**

- VIA™ VIZIO Internet Apps™
- Built-in Wi-Fi 802.11n dual band
- 1,000,000:1 dynamic contrast ratio
- SRS TruVolume™ and SRS TruSurround HD™ audio
- Universal remote control
- Exceeds ENERGY STAR® 4.1 guidelines
- 4 HDMI ports

#924221 Warehouse and Costco.com.

### VIZIO 32" Home Theater Sound Bar with Wireless Subwoofer

- Dolby Digital
- SRS StudioSound
- Wireless HD audio

**\$209.99 Delivered**

#549832 Costco.com only.



### VIZIO Blu-ray™ Disc Player with Wireless Internet Apps

Built-in Wi-Fi 802.11n dual-band wireless networking access: Netflix, Pandora and much more.

**\$139.99 Delivered** #540231 Costco.com only.



### VIZIO 32" CLASS RAZOR LED™ LCD HDTV

**\$40 OFF**

- 100,000:1 dynamic contrast ratio
- SRS TruVolume™ and SRS TruSurround HD™ audio
- Exceeds ENERGY STAR® 4.1 guidelines
- 2 HDMI ports

#832032 Costco.com only.

Price and availability are subject to change without notice. Products may include a shipping and handling charge. For details, visit the product page on [www.costco.com](http://www.costco.com). Most online coupons at [www.costco.com](http://www.costco.com) are manufacturer's coupons. State sales tax may be due on the prediscounted price of the item when purchased using an online coupon. These taxes, if any, are in addition to the amount that you are paying for the product. Prices, specifications, availability and terms of offers are subject to change without notice. Taxes and shipping charges are extra, and vary. \*Using the product search box located at [www.costco.com](http://www.costco.com), please enter the provided search phrase to find the product(s). Products shipped to Alaska, Hawaii or Puerto Rico will include an additional shipping and handling fee. This fee will be quoted at checkout.





**ASSEMBLY INCLUDED**

## Reebok V 8.90 Treadmill

- Delivery and in-home assembly included
- Built-in weight-loss center
- 2.25 continuous-duty HP TRX™ motor
- 20" x 55" running treadbelt
- iPod® compatible music port

**\$699.99 Delivered After \$200 OFF**

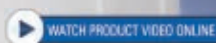
Valid 1/6/11-1/30/11

#550375

Costco.com only.



**Reebok**



## Reebok Trainer RX 2.0 Upright Bike

- 16 Quick™ personal trainer workouts
- iPod® compatible music port

**\$299.99 Delivered**

#556709

Costco.com only.



**Reebok**

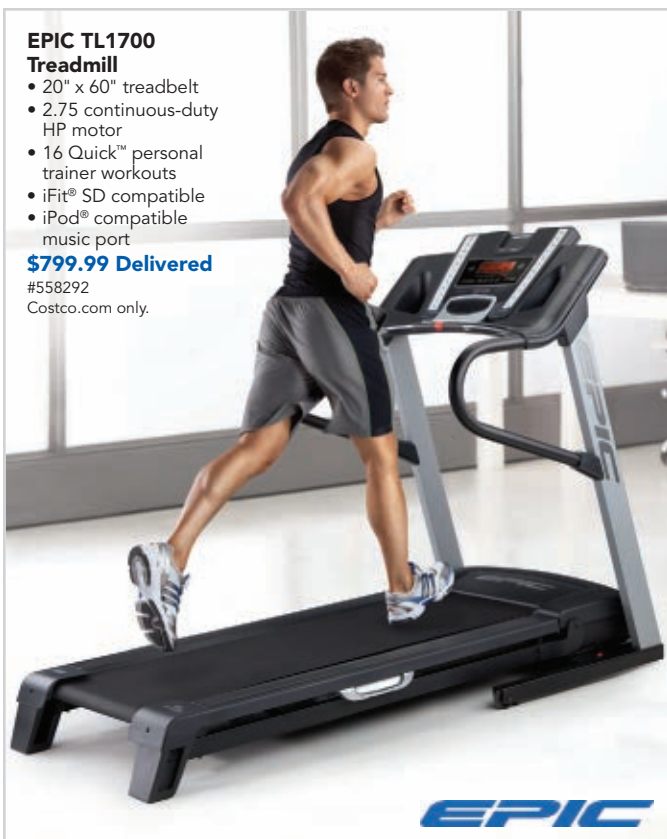
## EPIC TL1700 Treadmill

- 20" x 60" treadbelt
- 2.75 continuous-duty HP motor
- 16 Quick™ personal trainer workouts
- iFit® SD compatible
- iPod® compatible music port

**\$799.99 Delivered**

#558292

Costco.com only.



**EPIC**

## EPIC EL1200 Commercial Pro Grade Elliptical

- 16 preset workout programs
- 2 user memory programs
- Rear mech
- 18" stride length

**\$699.99 Delivered**

#558295

Costco.com only.



**EPIC**

## SPECIAL OFFERS VIA TEXT MESSAGE

Sign up to receive special offers via text and we will send them right to your phone! Text **COSTCO2** to **71034** now!

Message and data rates may apply.



### STOTT PILATES® Stability Chair™

- Full-body, studio-quality Pilates workout at home
- Compact size is great for small spaces; easy to store
- Includes 3 DVDs

**\$1,299.99 Delivered**

#406296  
Costco.com only.



### STOTT PILATES® New SPX™ Home Reformer Package

More than 250 exercises you can do in the comfort of your own home. Includes Reformer, platform extender, roll-up pole and 2 instructional DVDs.

**\$1,499.99 Delivered After \$300 OFF**

Valid 1/6/11-1/30/11  
#549120  
Costco.com only.



### ASSEMBLY INCLUDED

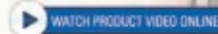
#### Spirit Fitness EL-555 Elliptical

Delivery and in-home assembly included.

- Electronic incline from 0 to 15%
- Extra-long 20" stride length

**\$1,199.99 Delivered**

Valid 12/27/10-1/31/11  
#556420  
Costco.com only.



#### Teeter Hang Ups® EP-550+ Inversion Table

With Over EZ™ handles and exercise guide.

**\$299.99 Delivered**

#311696  
Costco.com only.



#### First Degree Fitness Pacific Water Rower

The Pacific Rower computer displays time, distance, 500 m split time, strokes per minute, calories per hour, watts and interval training. Tank is made of polycarbonate shell and 3-blade stainless steel paddle. Variable water volume from 9 to 17 liters.

**\$699.99 Delivered**

#556428 Costco.com only.



#### Dynamic 1- to 2-Person Carbon Hemlock Sauna

6 dynamic carbon energy-efficient heating panels and dual interior/exterior LED control panels.

**\$999.99 Delivered**

#330719 Costco.com only.







## Evolution™ Spas Mediterranean 50-Jet, 6-Person Lounger Spa

- DURA-LAST™ cabinet system
- Digital, multicolor lighting
- Available in mahogany faux wood or millstone slate faux rock cabinet

**\$3,499.99 Delivered**

Valid 12/27/10–1/31/11  
#11537058 Costco.com only.

## Five Hearts Valentine's Tower

Filled with gourmet treats.

**\$29.99**

**Delivered**

#241750

Costco.com only.



## White and Dark Chocolate Dipped Stem Strawberries

12-count. Enrobed in chocolate from Belgium.

**\$34.99 Delivered**

#150294 Costco.com only.



## Slendertone® Flex Ab Toning System

Men's or women's.

**\$77.99 Delivered**

Valid 1/2/11–1/31/11

#11508758

Costco.com only.



**SLENDERTONE**



## Nutrisystem® Women's 35-Day Advanced Program Card

Customized meal plan includes 35 breakfasts, 35 lunches, 35 dinners and 35 desserts.

**\$259.99 Delivered**

#358750 Costco.com only.

#462033 Warehouse only.

\*Results not typical.

On Nutrisystem, you can expect to lose at least 1–2 lbs. per week.



## Nutrisystem® Men's 35-Day Advanced Program Card

Customized meal plan includes 35 breakfasts, 35 lunches, 35 dinners and 70 desserts.

**\$299.99 Delivered**

#358760 Costco.com only.

\*Results not typical.

On Nutrisystem, you can expect to lose at least 1–2 lbs. per week.

## Valentine's Day 24-Stem Red or Pink Rose Bouquet

**\$89.99**

**Delivered**

Order by Friday,

2/11/11 at

11:59 pm (PST).

#11611063

Costco.com only.



## Valentine's Day 25-Stem Red or Pink Rose Topiary

**\$119.99**

**Delivered**

Order by Friday, 2/11/11

at 11:59 pm (PST).

#11611062

Costco.com only.

## Greenway Home Products® X-Large Stainless Steel Foldaway Laundry Rack

**\$49.99 Delivered**

Valid 1/2/11–1/31/11

#495254 Costco.com only.





your email address



**BECOME A COSTCO.COM INSIDER!**

Give us your email address and be the first to know about new items and online-only coupon offers.



**Garnet and Diamond Necklace**

14kt white gold.  
**\$799.99 Delivered**  
#537588



**Round Brilliant Diamond Heart Necklace (.50 ctw)**

14kt white gold.  
**\$649.99 Delivered**  
#546103



**Key Necklace with Pink Sapphire**

14kt white gold.  
**\$199.99 Delivered**  
Valid 1/10/11-2/13/11  
#558268



**Garnet and Diamond Earrings**

14kt white gold.  
**\$179.99 Delivered**  
#397084



**Rhodolite Garnet and Diamond Ring**

14kt white gold.  
**\$549.99 Delivered**  
#451380



**Round Brilliant Diamond Ring (1.46 ctw)**

Platinum.  
**\$7,299.99 Delivered**  
#535648

**Pink Sapphire Stud Earrings**

14kt white gold.  
**\$379.99 Delivered**  
Valid 1/10/11-2/13/11  
#558265



**Round Brilliant Diamond Hoops (.30 ctw)**

14kt white gold.  
**\$499.99 Delivered**  
#546116

All diamonds are 5-star rated, minimum VS2 clarity, I color.

Costco.com only.

# Ring in the New Year

*with a new smartphone*

SHOP THE WIRELESS STORE  
AT **COSTCO.COM** FOR  
**BIG NEW YEAR'S SAVINGS!**

You get more at Costco.com:

- Waived activation on a new line of service
- Bonus accessory bundle with phone purchase
- Free shipping for Costco.com purchases

Search\*: **JANWIRELESS**

Warehouse and Costco.com.



**LG Quantum™**  
Windows Phone



**Touch 4G**



**Samsung Continuum™**  
a GALAXY S™ phone  
exclusively at verizon

IMPORTANT COSTCO CONSUMER INFORMATION: All phones sales require a new service agreement or qualified upgrade. Phones must be activated at the wireless kiosk at the time of purchase. Wireless Advocates, an Authorized Retailer, operates the wireless kiosks. T-Mobile and the magenta color are registered trademarks of Deutsche Telekom AG. Activation fee/line: \$35. Limited time offers. Subject to Cust Agmt, Calling Plan and credit approval. Up to \$175 early termination fee (\$350 for advanced devices). Offers and coverage, varying by svc, not available everywhere; see vzw.com. © 2011 Verizon Wireless



## Access Tubs Wheelchair-Accessible Slide-in Tub with Air Bubble Massage

Designed to fit conveniently into your previous bathtub area. Available in right- or left-drain model.

Chrome faucet and hand shower included.

**\$5,299.99 Delivered**

Valid 12/30/10-1/31/11

#11612215

Costco.com only.

Soaker model also available.



## Access Tubs

### 32" x 60" Barrier-Free Shower Base

Pre-veled and reinforced base.

Lucite acrylic is scratch and stain resistant.

**\$749.99 Delivered**

Valid 12/30/10-1/31/11 #558595 Costco.com only.

## Fontaine Isabella Pull-Down Kitchen Faucet

Brushed nickel finish.

**\$129.99 Delivered**

Valid 12/30/10-1/31/11

#531691 Costco.com only.



## Fontaine Cambridge Widespread Bathroom Faucet

Oil-rubbed bronze finish.

**\$89.99 Delivered**

Valid 12/30/10-1/31/11

#480142 Costco.com only.

Tub/shower and accessory set also available.



## Devonshire 46" Vanity by Valore

Solid wood with 1" black granite top. Faucet not included.

**\$799.99 Delivered**

Valid 12/30/10-1/31/11

#520244 Costco.com only.



## Tranquility Lifestyle Shower Panel by Valore

**\$469.99**

**Delivered**

#559526

Costco.com only.



## Real Wood Kitchen and Bath Cabinets by All Wood Cabinetry®

Featuring soft-close doors and drawers and complimentary professional design service. Online orders arrive in approximately 2 to 3 weeks.

**Up to 40% OFF Select Styles**

Valid 1/6/10-1/30/11 #11280458 Costco.com only.



## Premier Radiant Underfloor Heating and Warming System

Choose from 5', 7', 9', 11', 13' or 15'. Gently heat tile, stone, laminate and floating wood floors for comfortable walking surfaces year-round.

**Starting at \$129.99 Delivered**

Valid 1/2/11-1/31/11 #11067373 Costco.com only.



WATCH PRODUCT VIDEO ONLINE

**Benton Bamboo Entertainment Console**  
**\$599.99**  
**Delivered**  
 Valid 12/30/10-1/31/11  
 #557014  
 Costco.com only.

WATCH PRODUCT VIDEO ONLINE

20" 28"  
 59"

**Bighorn™ Classic 5928ECC 19.1 Cu. Ft Safe**  
 407 lb., 30-minute fire-protection safe with electronic lock. Includes LED puck light and door organizer. Contents not included.  
**\$599.99 Delivered**  
**After \$150 OFF**  
 Valid 1/6/11-1/30/11  
 #533512 Costco.com only.

**Black Wall-Mounted Corded Electric Fireplace**  
 Full metal construction with glass front. Includes wall mount. 1,350-watt heater with thermostat.  
**\$169.99 Delivered**  
 #547367  
 Costco.com only.

**Redding Electric Fireplace**  
 • Provides supplemental heat to a 400-sq. ft. room  
 • 1,350-watt heater with thermostat  
 • 120 volts  
 • 4,600 BTU with remote control  
**\$279.99 Delivered**  
 Valid 11/16/10-1/31/11  
 #536484  
 Costco.com only.

**Granite, Caesarstone® and Livingstone® Countertops by SupplyMyCounter**  
 Includes free in-home, no-obligation consultation.  
 #11484199 Costco.com only.

**Forester Wood Pellet Stove**  
 • Up to 44,000 BTUs of output  
 • EPA certified  
 • Heats up to 1,600 sq. ft.  
**\$899.99 Delivered**  
 #481250  
 Costco.com only.

**KidKraft® Natural Table**  
 With primary-color benches and storage bin.  
**\$89.99 Delivered**  
 Valid 1/2/11-1/31/11  
 #297129  
 Costco.com only.



# SHOP COSTCO.COM

FOR THOUSANDS OF ITEMS YOU WON'T FIND IN YOUR LOCAL COSTCO.

## Portofino 8-Piece Collection

Includes 2-piece sofa, coffee table, side table, 2 club chairs and 2 ottomans. Gazebo not included.

**\$2,299.99 Delivered**

#521346

Costco.com only.



## Portofino Lounger 2-Pack

All-weather resin wicker with Sunbrella® fabric bolster.

**\$699.99 Delivered** #379696 Costco.com only.



## Portofino 7-Piece Dining Collection

All-weather resin wicker with polystyrene faux wood tabletop.

**\$1,299.99 Delivered** #524698 Costco.com only.



## Deluxe Copper Commercial Patio Heater

Propane, 47,000 BTU, 89" tall with wheel kit.

**\$249.99 Delivered**

#119741

Costco.com only.



## 20% OFF SunSetter® EasyShade® Solar Screens

A high-quality outdoor solar shade that looks as good as it works. The perfect solution when you want privacy, shade and breeze protection. The vinyl shade works beautifully on windows, doors, porches, gazebos, pergolas or other outdoor structures, and blocks 80% of sun, wind and mist. Now available in sizes from 4' to 12'.

Valid 1/6/11-1/30/11

#11516288

Costco.com only.

SunSetter  
EasyShade®

## FLOW WALL® Deluxe Starter Kit

Includes 14 universal hooks, 6 slat wall panels for a total of 24 sq. ft., and everything needed to install. Available in white or silver.

**\$169.99 Delivered**

Valid 1/2/11-1/31/11

#11591104 Costco.com only.

BEFORE



AFTER



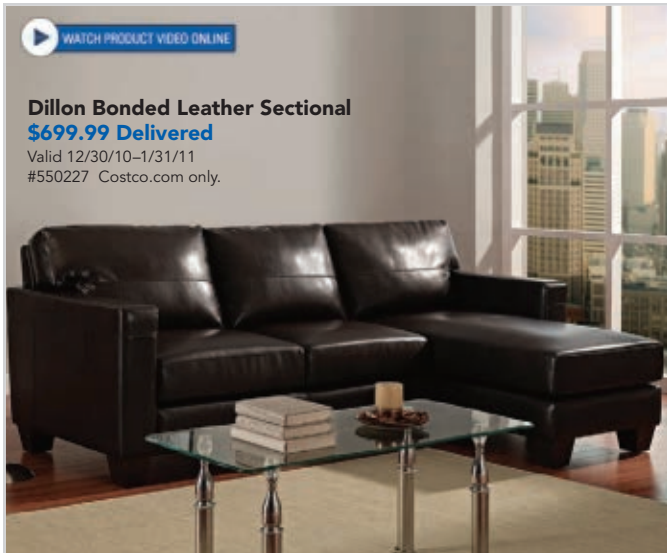
Price and availability are subject to change without notice. Products may include a shipping and handling charge. For details, visit the product page on [www.costco.com](http://www.costco.com). Most online coupons at [www.costco.com](http://www.costco.com) are manufacturer's coupons. State sales tax may be due on the prediscounted price of the item when purchased using an online coupon. These taxes, if any, are in addition to the amount that you are paying for the product. Prices, specifications, availability and terms of offers are subject to change without notice. Taxes and shipping charges are extra, and vary. \*Using the product search box located at [www.costco.com](http://www.costco.com), please enter the provided search phrase to find the product(s). Products shipped to Alaska, Hawaii or Puerto Rico will include an additional shipping and handling fee. This fee will be quoted at checkout.



## SPECIAL OFFERS VIA TEXT MESSAGE

Sign up to receive special offers via text and we will send them right to your phone! Text **COSTCO2** to **71034** now!

Message and data rates may apply.



### Dillon Bonded Leather Sectional

**\$699.99 Delivered**

Valid 12/30/10-1/31/11

#550227 Costco.com only.



### Santa Cruz 4-Piece Top Grain Leather Set

Includes sofa, loveseat, chair and ottoman.

**\$2,799.99 Delivered**

Valid 12/30/10-1/31/11

#11531843 Costco.com only.

Other configurations available.



### Vegas 2-Piece Top Grain Leather Sectional Set

Includes sectional and ottoman.

**\$1,999.99 Delivered**

Valid 12/30/10-1/31/11 #557829 Costco.com only.



### Winston 4-Piece Top Grain Leather Set

Includes sofa, loveseat, chair and ottoman.

**\$1,999.99 Delivered**

Valid 12/30/10-1/31/11 #557844 Costco.com only.



### Florence 4-Piece Fabric Set

Includes sofa, 2 chairs and ottoman.

**\$1,699.99 Delivered**

Valid 12/30/10-1/31/11 #557847 Costco.com only.



## Chesapeake Top Grain Leather Chair 2-Pack

**\$999.99 Delivered**

Valid 12/30/10-1/31/11  
#557833 Costco.com only.



## Dayton Bonded Leather Storage Ottoman

With 4-tray top.

**\$299.99 Delivered**

Valid 12/30/10-1/31/11  
#336525 Costco.com only.

## basyx® by HON HVL571 Mesh Back Work Chair

Breathable mesh back and fabric-upholstered seat. Synchro-tilt for advanced ergonomic comfort. 5-star base with casters for easy mobility. Black. basyx by HON 5-year Limited Warranty.  
**\$124.99 Delivered**  
Valid 1/2/11-1/31/11  
#541754 Costco.com only.



**basyx**  
by HON

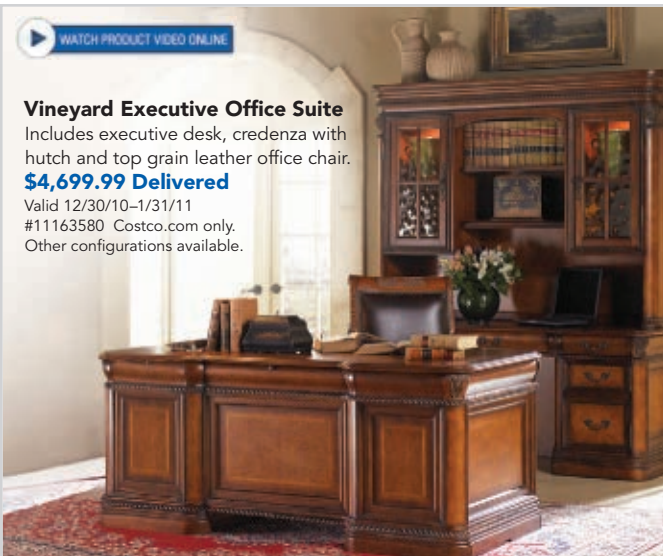
WATCH PRODUCT VIDEO ONLINE

## Vineyard Executive Office Suite

Includes executive desk, credenza with hutch and top grain leather office chair.

**\$4,699.99 Delivered**

Valid 12/30/10-1/31/11  
#11163580 Costco.com only.  
Other configurations available.



## Executive ProGrid® Chair Collection

**\$189.99 Delivered**

Valid 12/30/10-1/31/11  
#11609698  
Costco.com only.



## Flexotech™ 400TC Queen Mattress Pad

Three-dimensional knitted mesh allows increased air flow, improving comfort and support.

**\$94.99 Delivered**

Valid 1/2/11-1/31/11  
#11595639 Costco.com only.  
Also available in king, Cal-king, full or twin.

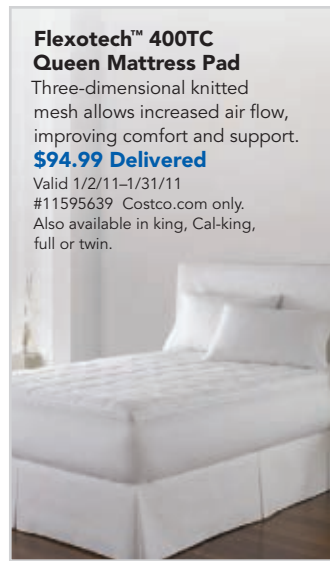


## Andre Top Grain Leather Reclining Chair and Ottoman

Available in whiskey, black or ivory.

**\$449.99 Delivered**

Valid 12/30/10-1/31/11  
#11526287 Costco.com only.



your email address



**BECOME A COSTCO.COM INSIDER!**

Give us your email address and be the first to know about new items and online-only coupon offers.



WATCH PRODUCT VIDEO ONLINE

**Adelaide 6-Piece Queen Bedroom Collection** Includes bed, 2 nightstands, dresser, mirror and chest.  
**\$1,999.99 Delivered After \$500 OFF** Valid 1/6/11–1/30/11 #11247348 Costco.com only. Other sizes/configurations available.



**Augustine 5-Piece Queen Bedroom Collection**  
Includes bed, 2 nightstands, gentleman's chest and lingerie chest.  
**\$2,499.99 Delivered**  
Valid 12/30/10–1/31/11 #11599914 Costco.com only. Other sizes/configurations available.



WATCH PRODUCT VIDEO ONLINE

**Nottingham 5-Piece King Bedroom Collection**  
Includes bed, 2 nightstands, dresser and mirror.  
**\$1,999.99 Delivered**  
Valid 12/30/10–1/31/11 #11527127 Costco.com only. Other sizes/configurations available.



WATCH PRODUCT VIDEO ONLINE

**Costello 6-Piece King Bedroom Collection**  
Includes bed, 2 nightstands, dresser, mirror and chest.  
**\$1,999.99 Delivered**  
Valid 12/30/10–1/31/11 #11043487 Costco.com only. Other sizes/configurations available.



WATCH PRODUCT VIDEO ONLINE

**AeroBed® Lasting Comfort Tough Queen Airbed**

- 18"-high sleep surface
- Headboard
- 35% stronger material

**\$119.99 Delivered**  
#549639  
Warehouse and Costco.com.

The original **aerobed**





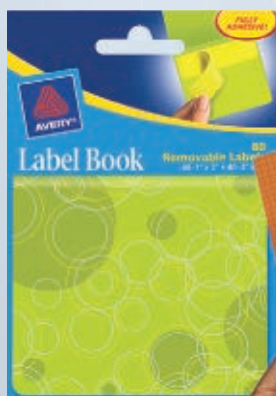
# CostcoOffice

## Avery® Removable Lined Multiuse Label Pad

- 2 5/8" x 2 5/8"
- 40 removable labels total
- 10 labels of each color:  
yellow, blue, green and red

**\$2.26 Delivered**

#556358 Costco.com only.



## Avery® Circle Label Book

Available in neon green and yellow labels or neon orange and yellow labels.

- 2 sizes and colors per pack:  
40 1" x 3" labels and  
40 2" x 3" labels
- Removable

**\$2.49 Delivered**

#556353, 556355 Costco.com only.



**NEW ADDED  
VALUE!  
1 YEAR  
OF UPDATES  
INCLUDED**

## 2011 State and Federal Labor Law Posters

Added bonus 1-year poster protection service to cover any changes at no additional charge. Available in English or Spanish.

**\$29.99 Delivered**

#11269612

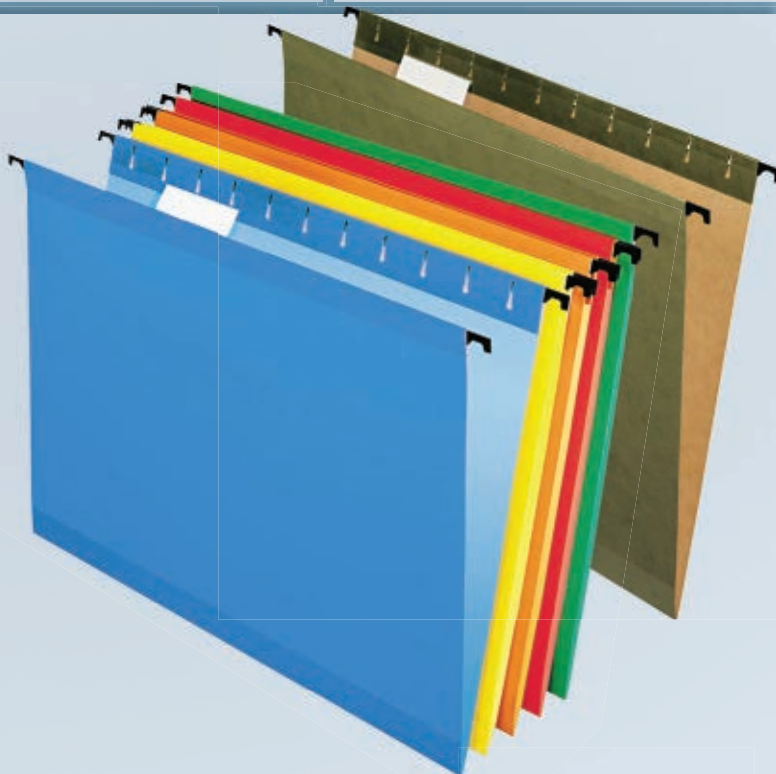
Warehouse and Costco.com.

## Pendaflex® SureHook® Reinforced Hanging Folders

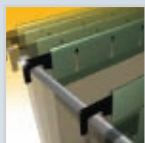
Features SureHook® technology with revolutionary built-in tension springs. Folders work with existing systems. Patented poly-laminate reinforced tops and bottoms provide extra strength. Lighter interior prevents misfiles. New dispenser box for quick, one-at-a-time access. Includes clear tabs and printer-ready inserts. SFI certified, acid-free. 10% recycled fibers, 10% post-consumer fiber.

**Starting at \$12.99 Delivered**

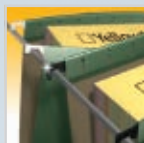
#11274826 Costco.com only.



Secure on rails



Slides easily



Less bending



Price and availability are subject to change without notice. Products may include a shipping and handling charge. For details, visit the product page on [www.costco.com](http://www.costco.com). Most online coupons at [www.costco.com](http://www.costco.com) are manufacturer's coupons. State sales tax may be due on the prediscounted price of the item when purchased using an online coupon. These taxes, if any, are in addition to the amount that you are paying for the product. Prices, specifications, availability and terms of offers are subject to change without notice. Taxes and shipping charges are extra, and vary. \*Using the product search box located at [www.costco.com](http://www.costco.com), please enter the provided search phrase to find the product(s). Products shipped to Alaska, Hawaii or Puerto Rico will include an additional shipping and handling fee. This fee will be quoted at checkout.

Save up to 21%<sup>†</sup> on your office supplies  
compared to other big-box retailers with the Costco.com Office Products Program.

<sup>†</sup>Based on comparative prices of more than 2,000 items on November 4, 2010.



### Smead® Project Organizer Expanding File

- Pre-printed project, contact and note template
- 1/3-cut reinforced tabs
- 10 pockets
- 11 3/4" H x 9 7/8" W
- Side-opening file

**\$7.80 Delivered**

#364397 Costco.com only.



### BIC® Round Stic® Ballpoint Pens

60-count. Available in black or blue.

**\$5.19 Delivered**

#11275458

Costco.com only.

### BIC® Wite-Out® Brand EZ Correct Correction Tape

10-count.

**\$18.99 Delivered**

#420030

Costco.com only.

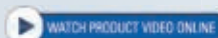


### World's Best Outdoor Mat

Durable bristles that clean, remove and trap up to 5 lbs of dirt. Available in 2 sizes, 18.5" x 31" or 24" x 36".

**Starting at \$89.99 Delivered**

#11526529 Costco.com only.



### Canon imageCLASS® MF8050CN Color Network Laser Multifunction

- Print/scan/copy/fax
- Up to 12 ppm black and 8 ppm color (mfr. speed rating)

**\$279.99 Delivered After \$200 OFF**

Valid 12/30/10–1/31/11  
#473572

Costco.com only.

Up to an additional **\$40 OFF** when all 4 cartridges (black, cyan, magenta and yellow) are purchased on same order.  
**Search\*: CRGJAN**



**Canon**

### uAttend™ CB1000 Plug 'n' Play Web-Based RFID Time Clock<sup>†</sup>

- Track employees anytime, anywhere
- 10 free badges
- Payroll integration
- No software to load or maintain
- Voice response

**\$84.99 Delivered**

#559524

Costco.com only.

Also available:  
**Plug 'n' Play Wi-Fi™ Model CB2000**

**\$169.99 Delivered**

#559922

Costco.com only.



**uAttend**  
Employee Management System

<sup>†</sup>Requires subscription to the uAttend Employee Management System.  
Costco members save 20%.



### BulletScan™ S400 Sheet-Fed Scanner

Scans up to 40 images per minute, 50-page automatic document feeder. Powered by ABBYY®. Scan business cards, receipts and documents up to legal size. Scan to email, to print, to PDF or searchable PDF in 1 shot.

**\$299.99**

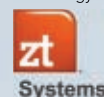
#559527

Costco.com only.



### ZT Affinity 7537Ma Desktop PC

Loaded with the latest technology for less.



### ZT Affinity 7537Ma Desktop PC

Featuring Six Core AMD Phenom™ II processor, 12 GB memory, 2 TB hard drive and lifetime 24/7 toll-free phone support.

**\$799.99 Delivered**

#558473 Costco.com only.



# OPEN

# CostcoOffice

## HP dv7t Select Laptop and Wireless AIO Printer Bundle

- Intel® Core™ i5-480 processor with Turbo Boost
- 6 GB memory
- 640 GB hard drive

**\$799.99**

**After \$100 OFF**

Valid 1/6/11-1/30/11

#554288

Costco.com only.



## HP LED 15.6" Laptop

- AMD Phenom™ II N660 Dual-Core processor
- 6 GB memory
- 750 GB hard drive
- Windows® 7 Home Premium

**\$699.99**

**After \$100 OFF**

Valid 1/6/11-1/30/11

#554756

Costco.com only.



## Dell Inspiron 15 Laptop

- Intel® Core™ i5-460 processor
- 2.53 GHz
- 6 GB memory
- 640 GB hard drive

**\$699.99**

**After \$130 OFF**

Valid 1/6/11-1/30/11

#554524

Costco.com only.



## Dell Inspiron 17 Laptop

- Intel® Core™ i5 processor
- 6 GB memory
- 640 GB hard drive

**\$749.99**

**After \$200 OFF**

Valid 1/6/11-1/30/11

#550428

Costco.com only.



Prices, specifications, availability and terms of offers are subject to change without notice. Unless otherwise noted, taxes and shipping charges are extra and vary. Dell cannot be responsible for errors in typography or photography. Dell, the Dell logo, Dimension, Inspiron, Optiplex, Latitude and PowerEdge are trademarks of Dell Inc.

## SOLO 16" Leather Laptop Messenger Bag

**\$69.99**

**Delivered**

#559556

Costco.com only.



Additional laptop cases available. **Search\*: LAPTOPJAN**



## Seagate 2 TB FreeAgent GoFlex Desktop Hard Drive

**\$139.99**

**Delivered**

#692000

Costco.com only.

Seagate

## TurboTax \$10 OFF Limit 2

Valid 1/6/11-1/30/11 #537784, 537788, 537791, 537793  
Warehouse and Costco.com.



## Iomega 500 GB SKIN Radical Portable External Hard Drive

**\$69.99**

**Delivered**

#553528

Costco.com only.

iomega

## Select HP Inkjet or Laser Printers Up to \$40 OFF

When purchased with qualified laptop and desktop computers on the same order.

**Search\*: BUNDLEJAN**

Costco.com only.



## Quicken Personal Finance \$20 OFF Limit 2

Valid 1/6/11-1/30/11 #537800, 537801, 537804  
Warehouse and Costco.com.



Price and availability are subject to change without notice. Products may include a shipping and handling charge. For details, visit the product page on [www.costco.com](http://www.costco.com). Most online coupons at [www.costco.com](http://www.costco.com) are manufacturer's coupons. State sales tax may be due on the pre-discounted price of the item when purchased using an online coupon. These taxes, if any, are in addition to the amount that you are paying for the product. Prices, specifications, availability and terms of offers are subject to change without notice. Taxes and shipping charges are extra, and vary. \*Using the product search box located at [www.costco.com](http://www.costco.com), please enter the provided search phrase to find the product(s). Products shipped to Alaska, Hawaii or Puerto Rico will include an additional shipping and handling fee. This fee will be quoted at checkout.

# Save up to 50%

## compared to typical bank pricing on Personal & Business Checks

Choose from a variety  
of styles and designs.

Executive Members save even more!

nickelodeon

**SpongeBob  
SQUAREPANTS**

### Personal Checks



©2010 VIACOM INTERNATIONAL INC. All Rights Reserved. SPONGEBOB® SQUAREPANTS, NICKELODEON and all related titles, logos and characters are trademarks of Viacom International Inc. Created by Stephen Hillenburg.



### Business Checks and Products

- Pre-Inked Stamps
- Laser Checks
- Deposit Bags
- Address Labels
- Deposit Tickets
- Business Forms
- Business Tax Forms
- Personal Desk Checks
- Double-Window Envelopes
- 3-To-A-Page Business Checks

For more information, please visit:  
[www.costcochecks.com/january](http://www.costcochecks.com/january)  
or call 1-866-393-6044.

**COSTCO**  
WHOLESALE





# New Eco-Pak\* Is Preferred 9 to 1 Over Canisters\*\*

- Easier to start & easier to dispense than canisters
- Extra-Large real cloth wipes are 42% larger than the leading disinfecting wipes
- Wipes are large enough to fit Swiffer® mops
- Kills cold & flu virus††
- Kills 99.9% of bacteria in 15 seconds†
- Cleans & disinfects
- Includes scrubbing wipes to gently clean stubborn, stuck-on messes
- With 3 great scents: Lemon, Fresh, and Orange



**Quality. Performance. Value.**  
**Only by Kirkland Signature. Only at Costco.**

††Effective against common cold viruses caused by Coronavirus and common flu virus caused by influenza A/Hong Kong

†Effective in 15 seconds against the following every time you wipe: Escherichia coli (E. Coli), Pseudomonas aeruginosa, and Staphylococcus aureus (Staph)

\*Package uses 83% less plastic than previous canisters

\*\*Source: A national independent consumer study among Costco members, May 2010  
Swiffer® is a trademark of Procter and Gamble Inc.

**WAREHOUSE ONLY**



## Intuit launches new payroll app

YOU MIGHT HAVE thought it couldn't get easier for a small business to manage payroll than with Intuit Online Payroll, but it just did. Costco's payroll services provider has just launched Intuit Online Payroll Mobile, adding the convenience of an iPhone mobile application to an already efficient payroll service.

With this free app, you can enter employee hours, review, approve and instantly pay employees, all from your iPhone. All of your paycheck details are automatically reflected in your Intuit Online Payroll account.

### Features of the Intuit Online Payroll Mobile app

- Create and approve employee paychecks and pay stubs.
- Pay employees with direct deposit or manual checks.
- E-mail your employees a confirmation upon successful creation of paychecks.

- View reports of the last payroll run.
- Automatically synchronize data with your Intuit Online Payroll account.
- Get free phone support Monday through Friday, 6 a.m. to 6:30 p.m., PST.

Intuit uses the same encryption technology used by banks. That means your information is protected from any unauthorized access when data is being transmitted.

Intuit Online Payroll Mobile is free to Costco members who use Intuit Online Payroll. If you don't have an account, you can get a free three-month trial of the service, then pay as little as \$23.99 per month for Executive Members, or \$25.99 per month for Business Members.

For more information or to enroll, visit [Costco.com](http://Costco.com) and search for "payroll," or call toll-free 1-866-636-2228.—David Wight

## ShareBuilder app meets demand

COSTCO'S ONLINE INVESTING provider, ShareBuilder from ING DIRECT, is pleased by the response to the free mobile application—ShareBuilder Mobile—they launched last June. *The Connection* recently asked Brandon Potter, vice president of product management and customer service for ShareBuilder, about how this app was developed.

**Brandon Potter:** Mobile is an evolving medium that allows our customers to stay informed and access their accounts on the go. The adoption level has been huge. Just over 15 percent of our customers have downloaded one of the apps. That's pretty amazing in such a short period of time.

**Costco Connection:** Which smartphones do you support?

**BP:** We support the Apple, BlackBerry and Android smartphones. This is just the beginning of what we will support in the mobile space. We have a dedicated development team now that is constantly updating, improving and building in new functionality.

**CC:** Do you plan many changes for the app?

**BP:** You can do a ton with it now, [such as] check your balance, review your gains and

losses, check your watch list, get market news, trade and transfer money to or from ShareBuilder. It's a comprehensive application now and over the next couple of months we're rolling out new functionality. It's pretty exciting stuff.

**CC:** Should people have any concern about security or identity theft when they're conducting transactions through this app?

**BP:** They should not. We are one of the few brokerage firms to require the use of MFA—multi-factor authentication. It goes beyond a simple username and password; it requires you to confirm an image that you selected and a phrase that you typed in. That means we have an extra layer of security embedded in the mobile device.

**CC:** Who will get the most out of this mobile app?

**BP:** Both customers and prospective customers will find value in the app. Our primary objective is to provide a seamless, consistent experience between the website and mobile interface so customers don't have to learn a whole new navigation structure. Keeping things clean and simple is the key.

To learn more about the mobile app, visit [sharebuilder.com/mobile](http://sharebuilder.com/mobile). To open an account,



go to [Costco.com](http://Costco.com), click on "Services" and select "Online Investing."—DW

ShareBuilder is a registered broker/dealer, member FINRA/SIPC, and is not affiliated with Costco. Costco is not a broker/dealer. ShareBuilder is a subsidiary of ING Bank, f.s.b. Securities products are not FDIC insured, not bank guaranteed and may lose value. iPhone® is a registered trademark of Apple Inc. BlackBerry® and related trademarks, names and logos are the property of Research In Motion Limited. Android is a trademark of Google Inc. Use of this trademark is subject to Google permissions. Images are for illustrative purposes only. Any displayed symbols, quotes or charts are not recommendations or advice.



# Can-do spirit

IRIDIO PHOTOGRAPHY

## Canned goods from Kirkland Signature

### BuyingSmart

Consumer reporter **Pat Volchok** gives a behind-the-scenes look at Costco products and services. Send your questions about this article to: **[buyingsmart@costco.com](mailto:buyingsmart@costco.com)**.

More in archives  
On [Costco.com](http://Costco.com), enter  
"Connection." At  
Online Edition, search  
"buyingsmart."

COSTCO HAS A BRAND-NEW Kirkland Signature™ canned fruits and vegetables program, and that has me rethinking my "fresh or forget it" stance—most particularly since it's January and I'd love nothing more than to sit down with a big bowl of sliced peaches.

The unveiling of this new program, which has been carefully constructed over the past two years, means that Costco members now have a value-packed option not only during the fruitless and vegetable-less winter months, but all year round.

The focus is on pure, Fancy Grade fruits and vegetables. No preservatives, artificial colors or flavorings, corn syrup, high-fructose corn syrup or genetic modification is allowed.

Best of all, this program fully supports American farms and farming families. The corn is grown and canned in Washington, Illinois and Wisconsin, the green beans in Illinois and Wisconsin, and the peaches in California.

Tess Wilkins, assistant general merchandising manager for Costco corporate foods, says, "Opening

up a can of Costco's exclusive private-label, U.S.-grown and -packed Kirkland Signature Golden Sweet Corn, Blue Lake Cut Green Beans and Sliced Yellow Cling Peaches [also in jars] is like welcoming an old friend back home."

### Doin' the quality can-can

The U.S. Department of Agriculture (USDA) does not require manufacturers to print on the label the grade of the fruit or vegetable in the can (they range from Grade A to C). This is why descriptive words such as "premium" or "quality" on a label mean absolutely nothing.

However, Costco demands that for its Kirkland Signature program, only top-level, Fancy Grade (Grade A) produce are allowed, representing the highest quality and flavor, uniform color and size, and careful handling.

The produce for this program is harvested at the peak of ripeness and quickly canned to preserve that wholesome, just-picked taste. I visited a Costco corn-canning facility last August during harvest and

Kirkland Signature's new lineup of canned fruits and vegetables are Grade A goodness at a great value.



clocked the process—from field to can took less than five hours.

I found the Kirkland Signature corn cannerly exceptionally clean and modern. It pleases me to know all of the cannery's quality-assurance personnel were retrained by USDA trainers to ensure that Costco's tough standards are consistently met and that all Kirkland Signature products are held a minimum of five days after canning to reconfirm quality.

### Fewer ingredients, better taste

Ingredients in the Kirkland Signature lineup are intentionally few and sparingly used. At the corn facility, only whole-kernel sweet corn, water and sea salt are added to each 15.25-ounce can. Sugar, which I found listed on another brand, is not allowed.

Costco has also reduced the sodium in both the corn and green beans by 50 percent, compared to national brands. The team tried zero salt, but the flavor was bland. Sea salt, even though more expensive than table salt, is added because of its naturally lower sodium content, trace minerals and lack of a metallic aftertaste. All products are certified kosher.

Costco assistant buyer Troy Kozen hands me a list of ingredients for the rest of the line: The Kirkland Signature green beans, offered in 14.5-ounce cans, include only green beans, water and sea salt. Blue Lake variety green beans have a naturally deep green color and were chosen exclusively for their smaller seeds, fuller flavor and thicker pod walls, serving up a more satisfying bite.

Green beans dull down a little in color after cooking. An additive can be applied prior to canning to help them retain their green color, but Costco opts to not go this direction, and I am glad.

Costco buyer Jay Tilley gave me a lesson

on canning. A packing liquid is necessary when canning raw produce: It fills in air pockets for greater shelf life. The USDA specifies the minimum and maximum allowable fill rates. Costco opts for less fill and more product. (Other brands are not so generous.)

### Peachy perfection

The 15-ounce can of Sliced Yellow Cling Peaches lists peaches, peach juice, water and sugar. The larger, 24-ounce glass jar includes peaches, water and sugar; ascorbic acid (vitamin C), to protect color; and citric acid, a natural preservative. (Note: Jarred peaches have a shorter shelf life because of light penetration.)

"A common practice in the industry is to add peach essence to jarred peaches," Troy says. "If your peaches are fresh and top grade, you don't need the addition of this somewhat cloying perfume scent. So we took it out."

The *Costco Connection* assistant editor Stephanie Ponder visited the California peach program and confirms Troy's information.

All peaches are hand-picked. Sugar is also reduced. For jarred peaches, the extra-light syrup contains approximately 15 percent less sugar than traditional light syrup peaches. For the canned peaches, there is approximately 25 percent less sugar than light syrup peaches and 45 percent less sugar than heavy syrup cans.

Stephanie notes the jarred peaches are exceptionally fresh tasting. I love the pop of the jar when they are first opened; it reminds me of my grandma's traditional canning. And, yes, I'm hooked on both the canned and jarred Kirkland Signature peaches.

### Can-venience

Cooked, recipe-ready canned fruits and vegetables are timesaving, convenient and shelf stable. They're the shortcut heroes of

## Lip-smackin' value

HOW DO KIRKLAND SIGNATURE canned fruits and vegetables stack up next to national brands? Costco buyer Jay Tilley talks value: "We average over 40 percent savings to retail's everyday-priced national brands in comparison to our Kirkland Signature canned corn, green beans and peaches."

I found savings of almost 70 percent when I shopped Costco's canned corn versus that at my local grocery store last October. (*The hubby's comments are included in italics.*)

### National brand A

\$1.99\*/15.25 ounces (5.5 ounces liquid, 9 ounces corn\*\*)

*"This corn looks dirty gray."*

### National brand B

\$1.75\*/15.25 ounces (5.5 ounces liquid, 9 ounces corn\*\*)

*"What's all that little stuff floating around?"*

### National brand C

\$1.69\*/15 ounces (5.5 ounces liquid, 9.5 ounces corn\*\*)

*"This tastes disgusting."*

### Private label A

\$1.29\*/15.25 ounces (5.5 ounces liquid, 9.5 ounces corn\*\*)

*"Yuck, it's mushy."*

### Kirkland Signature Golden Sweet Corn

60 cents\* (12 cans at \$7.19\*/15.25 ounces (5 ounces liquid, 10 ounces of corn\*\*)

*"The corn tastes fresh and crisp, with a natural color. Did you say 60 cents a can? Costco is incredible."*

My sentiments exactly.—PV

\*Prices may vary due to shipping.

\*\*Measurements are not exact. Tests were conducted using a kitchen scale.

last-minute meals and emergencies. Just open and serve, or combine them with other ingredients for a quick meal. (Recipes are provided on the Kirkland Signature cartons.)

Canned fruits and vegetables are also rich in nutrients and are listed as a food choice (particularly if they are lower in sodium and sugar, like Kirkland Signature's) in the USDA's Food Guide Pyramid.

Expect a new crop of Kirkland Signature canned corn, green beans and peaches every fall after harvest. ☑

## Canned-peach comparison: Costco value any way you slice it

	Kirkland Signature	Safeway Select – heavy syrup	QFC Private Label – heavy syrup
Ingredients	peaches, peach juice, water, sugar	peaches, water, corn syrup, sugar	peaches, water, corn syrup, sugar
Cost	\$7.89/8 cans (99¢/can)*	\$1.79/can	\$1.79/can
Size of Can	15 oz	15.25 oz	15.25 oz

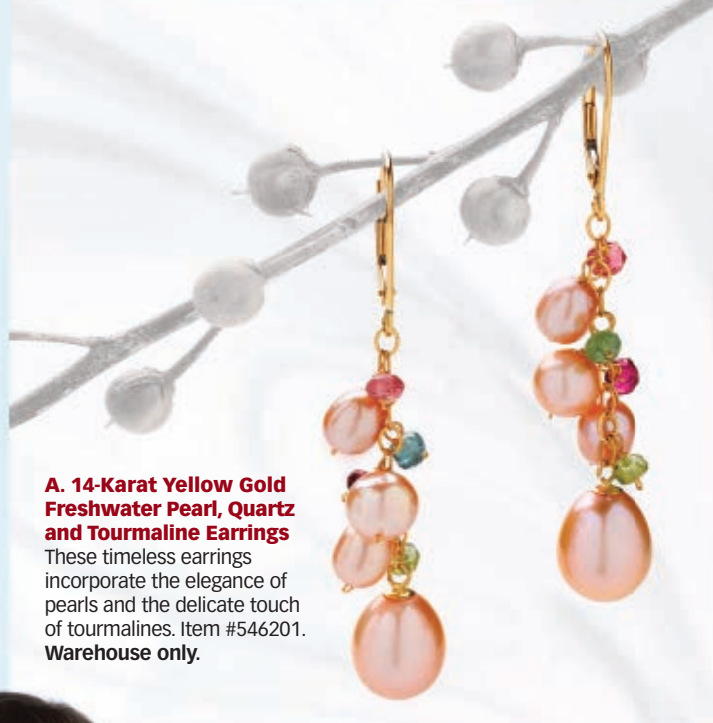
Comparison shop done October 2010 in Washington state. \*Prices may vary due to shipping.



EXCITING NEW PRODUCTS

# What's new

ARRIVING SOON AT COSTCO



**A. 14-Karat Yellow Gold Freshwater Pearl, Quartz and Tourmaline Earrings**

These timeless earrings incorporate the elegance of pearls and the delicate touch of tourmalines. Item #546201. Warehouse only.



**B**

**B. Brother Color Laser All-in-One with Wireless Networking and Duplex**

The MFC-9560CDW is a powerful color laser all-in-one unit with wireless networking, ideal for small offices, home offices and medium-sized businesses. It prints and copies at up to 25 pages per minute, has outstanding color output and automatic duplexing for two-sided print, copy, scan and fax. Item #550267. **Costco.com only.**

**C. Jona Michelle Girls' Special-Occasion Dresses**

Choose from knee-length or tea-length dresses that include chiffon and embroidered satin in different styles and colors. Sizes: 2T-8. Item #342155. Warehouse only.

**D. Hewlett Packard Pavilion Entertainment Notebook**

With amazing graphics, audio and video, the HP Pavilion notebook delivers power and performance. Features include Vision Technology from AMD with AMD Turion processor, 4 GB DDR3 system memory, DVD-RW, and a 15.6" diagonal HD BrightView screen. Item #559316. Warehouse and Costco.com.

**E. Stainless Steel Kitchen Prep Table**

NSF certified, this prep table has rounded edges and corners for safety, a fully adjustable stainless steel shelf, adjustable leg levelers, and 300-pound weight capacity. Available late January. Dimensions: 48" W x 24" L x 35" H. Item #545543. Warehouse only.



**C**



**D**

Flannery,  
daughter of Brian,  
Home Office



**E**





**F**



**G**



**H**

**F. NeoWall Stone** Light, thin and waterproof, this new premium textured stone veneer will provide a breakthrough look to any home. Can be used indoors and outdoors. Color: San Francisco finish. Item #503665.

**Warehouse only.**

**G. Premier Nutrition Protein Shake** Each delicious shake packs 30 grams of protein, 1 gram of sugar, only 160 calories, and 24 vitamins and minerals. Each box holds 18 ready-to-drink shakes. Available in chocolate and new vanilla flavor. Costco exclusive. Item #546220, #153002. **Warehouse only.**

**H. Kirkland Signature™ No Calorie Sweetener** This zero-calorie sweetener contains sucralose, the same sweetener used in Splenda®. Excellent for hot and cold drinks and for lightly sweetening fruit. Includes 1,500 individual packets in two 750-count bags. Item #492330. **Warehouse only.**

**I. Devon Four-in-One Crib Collection** The Devon Crib Collection has an adjustable mattress platform and easily converts to a toddler bed, daybed and full bed. The pieces feature a rich, warm, chocolate brown finish. Matching dresser with changing table top (not pictured) also available. Both pieces sold separately. Item #503288 (crib), #518959 (dresser). **Warehouse only.**



**I**



## Our new beef bake

IF YOU ENJOY the beefy taste of carne asada, try the latest addition to Costco's Food Courts: the Carne Asada Bake.

The bake is a bundle of savory flavors—seared USDA Choice beef, seasoned with a combination of lime, cilantro and seasonings; fresh pico de gallo; guacamole; and a blend of six cheeses—all wrapped in a crispy dough shell. They're made fresh daily on-site, with no preservatives.

"With the success of our Chicken Bake, we felt that a beef version could be just as successful," says Todd Thommen, who worked on the Costco team that created the product. "We were looking for a distinct flavor profile that would be signature to Costco and represent the quality of our Food Courts."

The new Carne Asada Bake is available at Costco Food Courts. "At less than 4 bucks they're a full meal at an excellent value," says Todd.





## MEMBER CONNECTION: STARTING OVER

*WHETHER IT IS THE LOSS of a job and the 401(k) evaporating or a wake-up call to get one's life on a different track, there are many catalysts that encourage somebody to actively pursue a Plan B. Often that means taking the great entrepreneurial leap and starting a business. Instead of sitting around waiting for the next opportunity to come to them, these Costco members took a risk.*



DAVE'S KILLER BREAD



ROB DELAHANTY

# Making good dough—legally

IN AND OUT of jail and prison for 15 of his 48 years, Dave Dahl, a former armed robber and recovering drug addict, is a self-professed "slow learner." The creator of Dave's Killer Bread, based in Portland, Oregon, he is also living proof that even a slow learner who seems destined for a life of crime can turn his life around.

After a solid start growing up in a family of bakers, Dahl quickly slid into a life of alcohol, drugs, stealing and dealing. As it turned out, he wasn't a very gifted criminal, beginning a series of in-and-out incarcerations.

It was during his last sentence that he began to see the light. "I was fortunate to suffer in prison, because I got clean, and for the first time in my life I was confident without drugs," says Dahl, who discovered at that time that he suffered from clinical depression. He also discovered that he was smarter than he had realized and a lot more interested in what life had to offer than in his next fix. He began working out and studying topics such as health and nutrition with a renewed fervor.

After his 2004 release, clean and sober, Dahl rejoined his family's baking business. His brother, Glenn, owner of NatureBake

**Dave Dahl (above, and left inset) has gone from dealing drugs to baking super-nutritious bread.**

([www.naturebake.com](http://www.naturebake.com)), the healthy bread business started by their father in the 1950s, welcomed him back and encouraged his ideas. Within six months, Dave had designed six varieties of whole-grain, organic bread, four of which were introduced in August 2005 at the Portland Farmers Market's "Summer Loaf" artisan bread festival to rave reviews.

At the helm of Dave's Killer Bread, Dahl now produces approximately 250,000 loaves of bread a week (15 varieties) with names such as "Good Seed" and "Rockin' Rye." It's sold at Costco—where it is the best-selling bread—in Alaska, Idaho, Montana, Oregon, Utah and Washington, and in those states as well as California in grocery chains such as Safeway (for specific locations, or to order by mail, visit [www.daveskillerbread.com](http://www.daveskillerbread.com)). Demand is increasing, but Dahl says he's in no hurry to rush. "We're going slow; we don't want to grow too fast," he says.

This time, being a slow learner has its benefits. —T. Foster Jones

## Bagging the prize

AFTER LOSING HER fashion development position in December 2008, Los Angeles-based Kristina Moreno, 31, was crushed. She felt hopeless and "sat around for three months watching TV and reading fashion magazines."

Then, one day, while searching the Web for a small dog carrier sometimes found in handbag sections of department stores, the fashion connoisseur was struck by a thought: In a time of online saturation, how could it be possible that there was not a single catalog based site where all the handbags in the world from both emerging and well-established designers existed?

Seeing that opportunity, Moreno and her husband, Brian Meert, an online entrepreneur, launched Handbago.com ([www.handbago.com](http://www.handbago.com)) in August 2009, pumping all their time and money into it. The all-things-handbags site features more than 500 designers, with more joining every month. The site has been mentioned in numerous magazines, including *O: The Oprah Magazine* and *InStyle*.

The downside is that the site currently generates revenue only through advertisements and the couple have yet to pay themselves. However, they launched a redesigned site in December 2010 that includes a handbag marketplace, which allows handbag designers to sell their collections through the site.

"It's been a hard year because there is no income coming in," Moreno says. "Every week, we say we have to go get jobs." But every time that feeling comes around, she adds, "little miracles happen," such as signing new advertisers just when things looked absolutely dismal. —Fred Minnick

**Kristina Moreno and her husband, Brian Meert, have success within their grasp with Handbago.com.**



MARTIN OCEGUEDA AT A2KSTUDIOS

## We want to hear from you!

**IF YOU HAVE** a note, photo or story to share about Costco or Costco members, e-mail it to [connection@costco.com](mailto:connection@costco.com) with "The Member Connection" in the subject line or send it to "The Member Connection," *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088. Submissions cannot be acknowledged or returned.



# Thinking outside the tin

THE PATH THAT led to Heidi's Heavenly Cookies ([www.heidishavenlycookies.com](http://www.heidishavenlycookies.com)) was not always an easy one.

In 2002, with her husband, Andre, a creative director in advertising, out of work, and with just a very basic idea in mind, Costco member Heidi Nel turned to her family to discuss starting her cookie business. A stay-at-home mom in Alpharetta, Georgia, with a background in marketing, she had always been told by her friends how much her cookies were loved by everyone, but she needed to talk with those closest to her for some guidance. "Without the support of my family, and some very generous and caring friends, I would not have been able to do any of this," says Heidi.

**Heidi Nel stepped in as, um, breadwinner, creating a successful cookie-making empire.**



After converting her basement to a licensed bakery, Heidi let her cookies speak for themselves. "I started out giving them as gifts, and the word-of-mouth just took off and the orders suddenly started coming in," Heidi recalls.

Two years later, the bakery was able to expand into the entire basement and has since expanded into a 5,300-square-foot state-of-the-art commercial bakery. The selection grew, too, from four kinds to eight different types of gourmet cookies as well as homemade toffee candy. The business has gone from first-year sales of \$12,000, to sales of close to \$1 million in 2010. Heidi and her husband have been recognized for their hard work by some of the leaders in the industry, such as Rachael Ray, *Southern Living Magazine* and *The Today Show*.

Heidi has transformed a small, humble basement operation into a nationwide force to be reckoned with in the cookie world.—Preston Cohen



Judy Sapol altered her career path

## Changing her style

SOPHISTICATED LADIES ([www.sophisticatedladiesconsignment.com](http://www.sophisticatedladiesconsignment.com)), Costco member Judy Sapol's consignment boutique in Chadds Ford, Pennsylvania, is, as Sapol puts it, "upscale fashions for any occasion at a mere fraction of the retail cost." The store, which Sapol opened in October 2009, after she left nursing, is filled with women's clothing and shoes, some lightly worn, some with tags still on. Designers represented include Prada, Dana Buchman, St. John, Ellen Tracy, Ralph Lauren, Talbots, and Coach.

A fashion boutique may seem an odd choice of business for a woman who had a long, successful career in the healthcare industry, focused in the latter years on caring for terminal patients. As rewarding as it was, however, the job took its toll.

"For many years I dreamed of opening a boutique," Sapol explains. "I wanted to do something where I would have fun. The satisfaction now is to see somebody so happy about their appearance and return to the shop because they've had a pleasurable experience. Needless to say, this didn't happen too often in nursing."

—TFJ

# Paying it forward

SHORTLY FOLLOWING SEPTEMBER 11, 2001, Will Beiersdorf, a Costco member in Arlington Heights, Illinois, and a member of the U.S. Naval Reserve, was called to action.

Will left his wife, MaryBeth, and three young sons at home for 16 months while he served at Guantánamo Bay, Cuba.

While many companies make up the difference between employees' regular pay and their military pay, Will's did not. "Our income dropped 65 percent," recalls MaryBeth. They had to remortgage their home and sell their car. Then help arrived—not from the government or organized charities, but from their neighbors.

"Our community pretty much stepped up and helped us survive," MaryBeth says. "From babysitting services to lawn care, money in our mailbox, gift cards, tuition and coats. It was unbelievable."

When Will returned, someone suggested

that the family pass that good fortune forward to others who were experiencing similar hardships. With that, their organization, Salute, Inc. ([www.saluteinc.org](http://www.saluteinc.org)), was born.

"Salute, Inc., is a not-for-profit organization, and our mission statement pretty much says it all," MaryBeth says. Salute, Inc., strives to meet the financial, physical and emotional needs of military service members, veterans and their families, providing a safety net to ensure they are treated with honor and dignity.

"This is grassroots, community driven," emphasizes MaryBeth. "The folks that we're helping are now coming back and saying, 'Wow, you helped me with my financials and my guide dog'—it's a young man who's



**Will and MaryBeth Beiersdorf now run a non-profit for military service members.**

blind—'and I would like to pay it back to you.' ... So he then sold 200 T-shirts at a block party this summer and raised \$2,000 and gave it back to [Salute, Inc.]"

—Steve Fisher



# special events

Dates and events are subject to change. Special Events for other regions may be found on [Costco.com](http://Costco.com); type "special events" into the search box.

New and exciting products available at warehouses for a limited time only

Click [here](#) for a list of special events by region.

**Business Expo** Several suppliers will be on-site, offering "hot buy" savings and showcasing items focused on Business Members. Open to all members.

**K-Tec Blenders** The Total Blender is perfect for a healthy lifestyle. It's an all-in-one machine that replaces 9 other appliances. From smoothies to hot soup, almond milk to nut butter, this blender makes it easy.

**Little Giant Ladders** Versatile ladder systems and accessories ideal for professional and do-it-yourself home projects.

**Made in Heaven Apparel** This wonderful fabric (acetate and spandex) breathes, maintains its shape and is appropriate for practically every occasion. The assortment consists of tops, skirts, pants, jackets and dresses—all designed to coordinate.

**Modesty Apparel** Shade Clothing combines modesty

and comfort with today's latest fashion trends.

**Traeger Pellet Grills** Traeger wood-pellet grills allow you to conveniently smoke, grill or bake using pure hardwood pellets that impart a rich wood-smoked flavor to food.

**Vita-Mix Blenders** Vita-Mix blenders make healthy eating simple with their ability to perform 50 different culinary functions, such as juicing, grinding, mixing and freezing within seconds. Commercial quality for in-home use.

## where & when

### ALASKA

#### Anchorage

Jan 28–Feb 6 Modesty apparel

#### Anchorage II

Jan 28–Feb 6 Modesty apparel

### IDAHO

#### Coeur d'Alene

Jan 31–Feb 9 Vita-Mix blenders

#### Pocatello

Jan 28–Feb 6 Traeger pellet grills

#### Twin Falls

Jan 7–16 Traeger pellet grills

### MONTANA

#### Bozeman

Jan 28–Feb 6 K-Tec blenders

#### Kalispell

Jan 7–16 Vita-Mix blenders

Jan 14–23 Modesty apparel

### OREGON

#### Albany

Jan 7–16 K-Tec blenders

#### Aloha

Jan 7–16 Traeger pellet grills

Jan 14–23 Modesty apparel

Jan 21–30 K-Tec blenders

#### Clackamas

Jan 21–30 K-Tec blenders

Jan 21–30 Modesty apparel

#### Eugene

Jan 21–30 Made in Heaven apparel

#### Hillsboro

Jan 28–Feb 6 Traeger pellet grills

#### Portland

Jan 7–16 Little Giant ladders

#### Roseburg

Jan 21–30 Little Giant ladders

#### Salem

Jan 7–16 Traeger pellet grills

Jan 21–30 Little Giant ladders

Jan 21–30 Vita-Mix blenders

#### Tigard

Jan 7–16 Traeger pellet grills

Jan 28–Feb 6 Made in Heaven apparel

### UTAH

#### Murray

Jan 14–23 Made in Heaven apparel

Jan 28–Feb 6 Traeger pellet grills

#### Ogden

Jan 28–Feb 6 K-Tec blenders

#### Orem

Jan 28–Feb 6 Made in Heaven apparel

#### Salt Lake City

Jan 14–23 Traeger pellet grills

Jan 21–30 Little Giant ladders

### WASHINGTON

#### Bellingham

Jan 28–Feb 6 K-Tec blenders

Jan 28–Feb 6 Modesty apparel

#### Burlington

Jan 7–16 Vita-Mix blenders

Jan 28–Feb 6 Traeger pellet grills

#### Covington

Jan 7–16 K-Tec blenders

Jan 7–16 Modesty apparel

#### Federal Way

Jan 7–16 Made in Heaven apparel

Jan 28–Feb 6 Vita-Mix blenders

#### Fife Business Center

Jan 3–22 Business Expo (open to all members)

#### Gig Harbor

Jan 17–26 Made in Heaven apparel

Jan 28–Feb 6 Vita-Mix blenders

#### Kennewick

Jan 7–16 Traeger pellet grills

Jan 14–23 Made in Heaven apparel

Jan 28–Feb 6 Vita-Mix blenders

#### Lacey

Jan 7–16 K-Tec blenders

#### Puyallup

Jan 7–16 Modesty apparel

Jan 14–23 Vita-Mix blenders

Jan 17–26 Made in Heaven apparel

#### Seattle

Jan 28–Feb 6 Traeger pellet grills

#### Sequim

Jan 14–23 Traeger pellet grills

Jan 28–Feb 6 Vita-Mix blenders

#### Spokane

Jan 28–Feb 6 Made in Heaven apparel

#### Tacoma

Jan 14–23 Modesty apparel

Jan 21–30 Vita-Mix blenders

#### Tukwila

Jan 28–Feb 6 Traeger pellet grills

#### Tumwater

Jan 28–Feb 6 K-Tec blenders

#### Union Gap

Jan 14–23 Traeger pellet grills

#### Vancouver

Jan 7–16 Made in Heaven apparel

#### E Vancouver

Jan 28–Feb 6 Modesty apparel

#### Woodinville

Jan 7–16 Made in Heaven apparel

Jan 7–16 Traeger pellet grills

Jan 14–23 Modesty apparel

## warehouse hours

Monday–Friday 10am–8:30pm

Saturday 9:30am–6pm

Sunday 10am–6pm

**Costco.com** open 24 hours

a day, 7 days a week

### Additional services

**Costco Auto Program.**

1-800-800-9288;

[www.costcoauto.com](http://www.costcoauto.com)

**Fife and Lynnwood, WA,**

**Business Centers, Print & Copy**

**Center.** Delivery to businesses,

more business products.\*\*

Open to all Costco members.

1-800-788-9968

## specialty services

at your local warehouse or business center

### ALASKA

Anchorage

Anchorage II

Juneau

### IDAHO

Boise

Coeur d'Alene

Nampa

Pocatello

Twin Falls

### MONTANA

Billings

Bozeman

Helena

Kalispell

Missoula

### OREGON

Albany

Aloha

Bend

Clackamas

Eugene

Hillsboro

Medford

Portland

Roseburg

Salem

Tigard

Warrenton

Wilsonville

### UTAH

Lehi

Murray

Ogden

Orem

St. George

Salt Lake City

Sandy

West Bountiful

West Valley

### WASHINGTON

Aurora Village

Bellingham

Burlington

Clarkston

Covington

East Wenatchee

Everett

Federal Way

Fife Business Center

Gig Harbor

Issaquah

Kennewick

Kirkland

Lacey

Lynnwood Business Ctr.

Marysville

Puyallup

Seattle

Sequim

Silverdale

Spokane

N Spokane

Tacoma

Tukwila

Tumwater

Union Gap

Vancouver

E Vancouver

Woodinville

### Services at all locations (Except Fife and Lynnwood Business Centers)

ATM, Bakery, Deli/Produce, Executive Membership, Food Court or Hot Dog Cart, Fresh Meat, Pharmacy\*, Special Order Kiosk and Tire Center

Costco Travel.† 1-877-849-2730

Costco Services. A suite of discount business and consumer services.† 1-800-220-6000

\*Prescriptions available through Costco.com in Juneau, Kalispell and Warrenton

†Also available at Costco.com

**WIN 3  
DAYS IN  
NEW YORK CITY\***

# B-100

**Hi-Energy Complex provides the energy you need to be extraordinary. You can conquer everyday challenges or even the Big Apple.**

**Your story about B-100  
may win a trip to the  
energy-packed city  
of New York!**

**Send us your story of how B-100  
made your life extraordinary.**



Winner	Prize	# of Winners	Value
Grand Prize	3-Day Trip for Two to NYC	1	\$5,000*
2nd Place	\$50 Costco Cash Card	20	\$50.00
3rd Place	Bottle of B-100	30	\$14.39

**CONTEST RULES: NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. THIS IS A SKILL CONTEST.**

Purchase will not improve odds of winning. Void where prohibited. Sponsored by International Vitamin Corporation, 500 Halls Mill Road, Freehold, NJ 07728. Winners will be selected by a panel of 5 judges, who will judge all entries on the basis of originality, creativity, and the ability to provide details on how B-100 facilitated a life change of some kind. Decisions of the judges are final. One grand prize of a trip for 2 to NYC valued at \$5,000 will be awarded, twenty (20) \$50 Costco Cash Cards will be awarded as second place prizes, thirty (30) bottles of Kirkland Signature B-100, a \$14.39 retail value, will be awarded as third place prizes. Employees of Costco and the Sponsor and their affiliates and families are not eligible to enter or win. To enter, submit a 100 or less word testimonial, typed or neatly hand written, by regular mail to The Costco Connection, KS B-100 Contest, PO BOX 34088, Seattle, WA 98124-1088. Entry MUST include your name, daytime phone number and/or e-mail address. Please staple all pages of your entry together with your name and phone number at the top of each numbered page. Limit one entry per household. Entries must be received by 11:59 P.M. PST on July 1, 2011. Winners will be chosen on or around August 10, 2011, and notified by phone or e-mail as soon as administratively feasible thereafter. Except where prohibited by law, Contest entry constitutes consent to use winner's name and entry for purposes of advertising and promotion, without further compensation or consent. By entering, all entrants grant to Costco and Sponsor a royalty-free, perpetual license to use their entries for any purpose whatsoever. Entrant waives all claims against Costco Wholesale, the Sponsor, their employees and agents for injuries, damage or losses related to the Contest and/or prizes.

\*Entrants will be responsible for all taxes related to the prizes. All prizes must be claimed within 30 days of notification. If not claimed by such date, the prize will be forfeited. Grand prize winner will receive 2 economy class airickets to NYC, with a 3 day/2 night stay in a 4-star hotel (room charges are for accommodations only). A \$2000 gift card will be provided to cover additional expenses for the entire trip. All expenses beyond that amount will be covered by the winner. Travel plans will need 45 days advance notice and are subject to availability. Blackout dates may apply. No substitution or transfer of prizes except at the sole discretion of the sponsor. Contest valid for US Residents only (except Puerto Rico). All reservations are final - No cancellations.

Exclusively from Costco Wholesale  
WAREHOUSE/COSTCO.COM



# ONLY THE BEST FOR YOUR HEAD and HEART



## SAM-e Complete®

- **#1 Bestselling Brand\***
- Restore your good mood naturally
- CLINICALLY PROVEN to work in 7 to 14 days†
- Satisfaction guaranteed or your money back



## CholestOff®

- **#1 Pharmacist Recommended\*\***
- Helps lower your LDL (bad) cholesterol naturally
- Helps prevent the absorption of dietary cholesterol

†These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

\* Based on POS Scan data - Food, Drug, Mass and Club

\*\* Based on Pharmacy Times Survey

**WAREHOUSE/COSTCO.COM**



**Glad you took your vitamins™**